

Organization Name: **Billings Chamber of Commerce / CVB**  
 Project Name: **Printed Material; Sports Brochure,**  
 Project Date: **Fiscal Year 2011-2012**  
 Application Completed by: **Joan E. Kronebusch**

Approval Requested <input checked="" type="checkbox"/> Final Sports <input type="checkbox"/> Preliminary
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Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

**Sports Brochure**

A support piece to be used at Sports Recruitment Trade shows, a comprehensive guide to all sporting venues and support services in Billings will be produced. The guide will also be used as a direct mail piece for our sports database. The guide will have an online component in addition to print.

*Develop Objectives*

1. Increase room demand by 3% over FY 10/11.
2. Increase unique visitors by 5% per over FY 10/11 to [www.visitbillings.com](http://www.visitbillings.com)

*Identify the portions of your marketing plan, which support this project.*

These projects enhance all four priorities in the marketing plan. Each project is a tool that will assist us with recruitment efforts.

*Does this project support the Strategic Plan? Yes If so, describe how.*

**Goal 1; Action 1.2a** - Amplify targeted sales and marketing to attract groups, meeting and conferences to Montana.

**Goal 1; Action 1.1** - Implement highly targeted consumer advertising and promotion campaigns based on strategic marketing plans and track/report results.

Action 1.1e – Enhance tracking and reporting of results and ROI from state, regional and CVB advertising efforts.

*Detail pages attached Yes*

**Billings CVB PROJECT BUDGET  
 Print – Sports Brochure**

	State Tourism Funds	Other Funds	Total
Sports Brochure – Project Coordination	1500 +	=	1500
Sports Brochure - Printing	4500 +	=	4500
<b>TOTAL</b>	<b>\$6,000</b>		<b>\$6,000</b>

## PRINTED MATERIALS

***Project Name*** Sports Brochure

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Coordination and Design - \$1500

Printing - \$4500

***Publication*** Sports Brochure ***Quantity*** 2,500

***Color*** FULL ***Paper Stock*** 100# Glossy Text

***# of Pages or Folds*** 4 panel, 2 sided ***Size*** 9" x 16"

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***Ad Sales*** (Yes or No) NO ***Percentage*** N/A

***Distribution Plan*** (areas & method) mail fulfillment, Certified Folder Display, VIC, Trade Shows,  
Online and e-mail

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