

Organization Name Custer Country, Montana

Project Name Consumer Advertising

Application Completed by John Brewer

Approval Requested

Final

Preliminary

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.

The TAC approved our attendance at the Minneapolis Northwest Sportshow. Custer Country would like to purchase an editorial ad in the on-site show program. The cost for a two page, full color editorial ad is \$1,750. 50,000 will be distributed on site at the event to encourage booth attendance. The publication is produced by "TRMG LLP." The deadline for submission of art is this Monday (March 14).

Budget: the \$1,750 for placement will be taken from the previously approved "Marketing/Advertising" line item under "Consumer Advertising. We are simply requesting a new publication be funded that was not on the approved list in our first application. .

Design or "Professional Services" will be included in the \$1,750 placement.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Complete rationale is delineated in the marketing plan

- Increase booth attendance

Refer to the portions of your marketing plan, which support this project.

All consumer advertising projects will support the goals within the marketing plan.

- Use Custer Country's most well known historical assets to draw people to the region. These assets are:
 - Little Bighorn Battlefield National Monument
 - Pompeys Pillar National Monument
 - Bighorn Canyon National Recreation Area
 - Cowboy/Pioneer history
 - Native American culture and history
 - Prehistoric sites (Dinosaurs)
- Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.
- Increase visitation to Custer Country among resident, domestic, and international travelers. This should include:
 - Encourage visitation and longer stays by leisure travelers.
- Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

How does this project support the Strategic Plan?

- **Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
 - i. 1.1.b: Continue with winter marketing
- 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.
 - i. 1.2.a: Amplify targeted sales and marketing to attract groups, meetings, and conferences.
- 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
 - i. 1.3.b: Implement the new Montana tourism brand
- **Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.)**
 - 4.1: Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors
 - i. 4.1.e: Plan and promote commemorations of historic events in Montana

Detail pages attached Yes No

**Custer Country
Consumer Advertising**

State Tourism Funds	Other Funds	Total
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MARKETING/ADVERTISING:

Northwest Sportshow Program					
Editorial Ad	\$1,750	+	\$0	=	\$1,750
TOTAL	\$1,750		\$0		\$1,750

REGION/CVB PROJECT TOTAL	\$1,750	+	\$0		\$1,750
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REQUIRED SPECS FOR PROJECTS

PRINT ADVERTISING

Northwest Sportshow Program Editorial Ad produced by TRMG LLP.