

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

## Application for projects over \$500

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Opportunity Marketing – Warren Miller
<b>Application Completed:</b>	Racene Friede

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.

**Overview:**

Glacier Country has been presented with an exclusive and unique partnership with Warren Miller Films to reach ski and boarding enthusiasts with our message. For more than 60 years Warren Miller entertainment has produced a wide variety of action sports films, reaching more skiers than any other snow sports film in history. As part of the widely popular Warren Miller film festival events, this company publishes a high quality, glossy annual magazine featuring information on the various films and filmmakers at the events. *SnoWorld* magazine gives readers a behind the scenes look into the making of the productions, the film locations, athlete profiles—all alongside incredible still images from the movies. Our agency of record, Wendt, has worked with Warren Miller to create a customized package for Glacier Country which will include magazine placement and added value digital placement as well as sponsorship exposure at the Seattle and Calgary film events.

**SnoWorld:**

*SnoWorld* magazine is published annually for distribution to the thousands of film-goers attending the national Warren Miller film premiere events held across the United States and in Canada. The issues are distributed to more than 225,000 attendees at United States film events and over 20,000 event goers across Canada. There are two editions of *SnoWorld* magazine: United States issue and Canadian issue. Glacier Country has an exclusive and rare opportunity to participate in both issues, with incredible reach to this affluent, young, active and receptive demographic. This is a high profile marketplace open to various brands, gear, destinations, and ski areas. Warren Miller Film Event attendees are more apt to travel than the average skier. One in three film attendees will take a 6+ day ski vacation this year. Warren Miller film attendees are, of course, avid skiers with more than a third of film attendees averaging twenty or more days a year on a mountain.

Because this is an annual issue, there is an urgent deadline on participation in the magazine.

**Placement:**

Issue	Distribution	Issue	Space Deadline	Material Deadline
<i>SnoWorld</i>	225,000 at film events across United States	Full Page 4C United States	August 17 <sup>th</sup> , 2011	August 25 <sup>th</sup> , 2011
<i>SnoWorld</i>	20,000 at film events across Canada	Full Page 4C Canada	August 17 <sup>th</sup> , 2011	August 25 <sup>th</sup> , 2011

Wendt has negotiated a 37% discount from the regular rate for this magazine placement plus the additional added value features listed below.

**Added Value:**

Warrenmiller.com: By placing the full page ads in the *SnoWorld* magazine, Wendt has negotiated tremendous added value for Glacier Country with digital presence and event promotion.

Glacier Country will receive a banner ad on warrenmiller.com (300x250) to run from September 1 through April 1 to reach the thousands of visitors each day to warrenmiller.com. Glacier Country will receive complete tracking of the click-throughs to glaciermt.com from this banner ad placement.



Within the both issues of *SnoWorld* is a sweepstakes card that attendees can fill out to opt-in to the Warren Miller e-newsletter. As part of this sponsorship, Glacier Country will receive one e-blast sent to 12,000 to 18,000 opt-in names gathered from the event locales to reach attendees interested in information from Warren Miller sponsors. It is an exclusive e-blast with 100% Glacier Country content sent to these highly engaged event participants who want information from sponsors.

Value: \$4,050

Warren Miller Film Events: As part of the magazine placement, Glacier Country will also receive an opportunity to promote Glacier Country to Film Event attendees in the Seattle and Calgary markets.

- Warren Miller Film Event – Seattle, Washington
  - November 18-19, 2011
  - McCaw Hall at the Seattle Center
  - More than 2,500 attendees
- Warren Miller Film Event – Calgary, Alberta
  - October, 2011 exact date TBD
  - More than 1,800 attendees

Remember, this exposure at these two on-site consumer engagement tour stops is in addition to the exposure in the magazine that is distributed at over 125 Film Events across the country. Consumer engagement would include:

- Door Prize-Sweepstakes or crowd giveaways of at least 20 Lift Tickets or Lodging Certificates from a ski area within Glacier Country, preferably Whitefish Mountain Resort. A total of 20 Lift Tickets/Lodging Certificates are need, 10 for giveaways at each of the two targeted events.
- Distribution of 1,000 travel planners at both tour stops.
- Distribution of t-shirts or novelty items (Ranger Bears, GC Water Bottles, Coffee Canisters) to attendees to both the Seattle and Calgary Warren Miller Film Events.

Warren Miller Film Events are fun; entertaining events and people are excited to be there and experience the films as well as prepare for the winter season.

Value: \$2,250

*This is an exclusive and customized placement opportunity for Glacier Country at a highly discounted and negotiated cost.*

**Budget Recap:**

- 2 magazine ads – Full Page
- Banner ad placement
- Warren Miller E-blast
- Consumer Engagement opportunity at the Seattle and Calgary Film Events

TOTAL: \$15,000

**OBJECTIVES:**

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

- Increase overall consumer response by 2% over 2011
- Increase electronic response by 2% over 2011
- Increase use of primary and mobile website by 3% over 2011
- Increase our database by 3% over 2011

Budget page must be attached for approval.

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

- 1) Raise awareness of Glacier Country as a recognized tourism destination in identified markets and audiences.
- 2) Increase visitation among resident and non-resident, domestic, and international travelers. This includes:
  - a. Attracting new travelers
  - b. Positioning ourselves as a resource for information
- 3) Increase visitation year-round especially shoulder & winter seasons
- 4) Continue to identify inquiries to convert them to visitors by capturing names for database marketing
- 5) Adjust marketing efforts to highlight Glacier Country's amenities, cultural, tribal and historical aspects, natural resources, tourism attractions, and welcoming atmosphere
- 6) Cooperate with other tourism organizations such as the Kallispell, Missoula, and Whitefish Convention and Visitors Bureaus, Chambers of Commerce, TBIDs, Glacier-Waterton Visitors Association, Montana Office of Tourism, the Film Office, tribal, other tourism regions, other states, arts organizations, and any other organizations, or private businesses that share mutual goals and objectives
- 7) Continue targeted visitor appeals in Glacier Country's marketing strategy, specifically relating to the Montana Tourism Recreation Strategic Plan
- 8) Incorporate Montana Office of Tourism's branding initiative into our various marketing projects

How does this project support the Strategic Plan?

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

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.1.c Attend consumer travel shows targeting high value, low impact visitors
- 1.1.d Continue marketing to international travelers
- 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process
- 1.3.b Implement the new Montana tourism brand

**Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**

- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached:  Yes  No



PROJECT BUDGET  
Opportunity Marketing - Warren Miller

	State Tourism Funds	Other Funds			Total
<b>PROFESSIONAL SERVICES:</b>					
	\$ -	\$ -	+	=	\$ -
	\$ -	\$ -	+	=	\$ -
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	\$ -	\$ -	+	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>	<b>\$ -</b>	<b>+</b>	<b>=</b>	<b>\$ -</b>
<b>MARKETING/ADVERTISING:</b>					
Media Placement, E-Blast, Film Show	\$ 15,000.00	\$ -	+	=	\$ 15,000.00
Consumer Engagement	\$ -	\$ -	+	=	\$ -
	\$ -	\$ -	+	=	\$ -
	\$ -	\$ -	+	=	\$ -
<b>TOTAL</b>	<b>\$ 15,000.00</b>	<b>\$ -</b>	<b>+</b>	<b>=</b>	<b>\$ 15,000.00</b>
<b>TRAVEL:</b>					
	\$ -	\$ -	+	=	\$ -
	\$ -	\$ -	+	=	\$ -
	\$ -	\$ -	+	=	\$ -
	\$ -	\$ -	+	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>	<b>\$ -</b>	<b>+</b>	<b>=</b>	<b>\$ -</b>
<b>OTHER:</b>					
	\$ -	\$ -	+	=	\$ -
	\$ -	\$ -	+	=	\$ -
	\$ -	\$ -	+	=	\$ -
	\$ -	\$ -	+	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>	<b>\$ -</b>	<b>+</b>	<b>=</b>	<b>\$ -</b>
<hr/> <hr/>					
<b>PROJECT TOTAL</b>	<b>\$ 15,000.00</b>	<b>\$ -</b>	<b>+</b>	<b>=</b>	<b>\$ 15,000.00</b>