

Approved Audits/Applications Committee 6/4/09

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Helena Air Show Advertising

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

Please explain the need for this project as well as a clear overview of the concept of the project.
The Helena Military Affairs Committee along with the Montana National Guard is hosting an air show on June 26 - June 28. The committee projects that this will bring 25,000 people to Helena and have an impact on the Helena Community of some 4 - 5 million dollars. The Helena CVB would like to support this event by advertising in the below mentioned areas. Since this air show is free to the public, it is expected to bring visitors to Helena at a time when most travelers are looking to stay closer to home. The funds for this project would come out of Opportunity Marketing.

We would like to place an ad in the Independent Records 101 Things to do. The IR produces 20,000 of these guides and they are distributed throughout Helena and placed in guest welcome packets in each hotel. This would encourage guests already in town to attend the air show while in Helena. We would also like to place an ad on a Billboard at the Great Falls interchange on I - 15 at Gore Hill. We feel that this would attract travelers on the I-15 corridor and is a great location that is next to the Base in Great Falls. We would also like to run ads on Bresnan TV in the Butte, Great Falls, Bozeman and Billings markets. The attached information does not include the Billings and Great Falls area but similar specs would apply to all markets. These ads will encourage Montanans to come to Helena and attend the air show.

Develop Objectives:

Our objective is to help to ensure the success of this Air Show through advertising and promotion. Hotel occupancy during the month of June can be a little deceiving as summer travel is just beginning. This air show is expected to bring visitors from the Flathead area, Great Falls, Billings, Bozeman, Butte and Missoula. We would like to increase hotel occupancy for the month of June by 2% and feel that this event will help increase hotel occupancy.

Identify the portions of your marketing plan which support the project.

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

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

Goal 9: Increase funding to maintain sustainable tourism and recreation.

This project supports the following Strategic Plan Actions to Achieve Goals:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 9.3 Enhance funding for region and CVB marketing efforts

Budget: Attached

PROJECT BUDGET:

HELENA AIR SHOW ADVERTISING

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
<hr/>			
Marketing/Advertising			
IR 101 Things to Do (20,000)	\$ 250.00		\$ 250.00
Great Falls I-15 Billboard (Gore Hill)	\$ 750.00		\$ 750.00
Bresnan Communications	\$ 1500.00		\$ 1500.00
Project Total	\$ 2,500.00		\$ 2,500.00

Advertising Program.

For
Kevin Skaalure



www.eirikso.com

PROMOTING THE 2009 HELENA AIR SHOW and MILITARY OPEN HOUSE

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BRESNAN

Advertising Services

OBJECTIVE:

-To attract Montanans to Helena during the 2009 Helena Air Show

SOLUTIONS:

Reach the market segment of **Montana families** with a targeted effort

- Adults AGE 25-64
- Curious, adventure seekers

- **Place** messages on **family and age-appropriate programming** such as news, discovery & exploration shows on networks that are watched regularly by the target audience

- **Broadcast** Helena Air Show ads from on TV in cities that will likely have **results**

- **Leverage** TV ads to compliment coordinated **advertising plan**

- **Target** the **time frame** prior to the event to give appropriate notice to consumers

BRESNAN

Advertising Services

RECOMMENDED SCHEDULE FOR 2009

TARGET: Persons 25-64

WINDOW: June 19-29, 2009

MARKETS: Bozeman & Butte

In order to reach the correct, select audience of Helenans, the **groundwork** of the schedule should be a low cost, high frequency flight of R.O.S. (run of station) ads on the proper networks

Ads can run across your choice of 28 networks, on an R.O.S. basis. These ads will run between 6:00am-12:00am (midnight). The ads will be distributed between our **3 dayparts**, morning 6am-12noon, afternoon 12noon-6pm, and primetime 6pm-12 midnight. This program is designed to run everyday of the year.

The 28 networks available are:



RECOMMENDED NETWORKS FOR 2009 Helena Air Show \$1000/ flight June 19-27, 2009

125 ROS ads @ \$4.00/ad in Bozeman

125 ROS ads @ \$4.00/ad in Butte

250 ROS ads

In addition Bresnan Communications will offer:

125 ROS ads in Bozeman

125 ROS ads in Butte

250 ROS ads Matching Ads

Total 500 ads for the Helena Air Show



BOZEMAN, MT Cable TV Coverage Map



Bozeman INFORMATION

Advertising Services:
 30-second commercials
 Long form advertising
 Photo classifieds
 Online advertising

Zip codes served:
 59714 59741
 59715 59771
 59717 59772
 59718

DMA Market: Butte-Bozeman

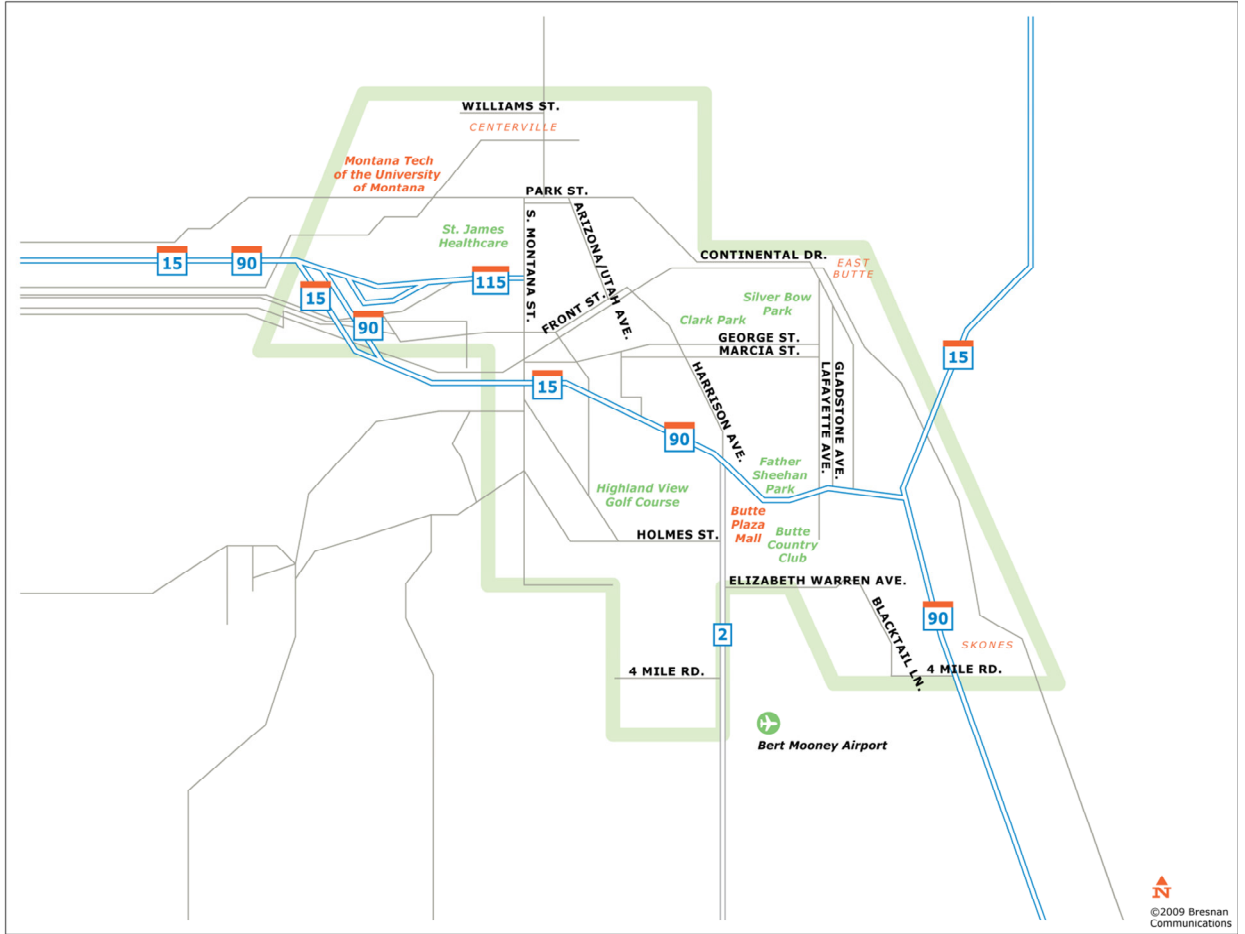
MONTANA



onLINE | onDEMAND | onTV

Note: System coverage area is approximate and may fluctuate.

BUTTE, MT Cable TV Coverage Map



Butte INFORMATION

Advertising Services:
30-second commercials
Long form advertising
Photo classifieds
Online advertising

Zip codes served:
59701 59707
59702 59750
59703

DMA Market: Butte-Bozeman

MONTANA



Note: System coverage area is approximate and may fluctuate.

You Can Count on Us!

Thank You for using the POWER of Cable Television. I am excited to have the opportunity to help grow your business!

To get started we require a completed and approved credit application or payment in advance.

We, at Bresnan Communications, are advertising professionals and are committed to success. We will make every effort to insure your billing is timely and accurate.

Accepted by Advertiser

Date: _____

Accepted by Bresnan Communications Account Executive

Date: _____

Approved by Bresnan Communications Management

Date: _____



Advertising Services