

Organization Name Miles City CVB

**Approved Audits/Apps
Committee 3/6/09**

Approval Requested

Final

Preliminary

Project Name BHS Radio advertising

Application Completed by John Laney

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.

I would like to use \$1200.00 for radio advertising for the Thursday Concert and the Sunday Matched Bronc Ride. These are events that we are trying to grow on the front and back of the Bucking Horse Sale. We had great success and increased crowds due to this type of advertising last year. I will use KATL Radio for this. They have a great coverage area of potential visitors for these events. They reach in a 300 mile radius of Miles City, including North and South Dakota, and Wyoming. They also have very competitive rates so as to afford us plenty of bang for our buck. These ads will run 6a to 7p as prescribed.

Objectives

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

This ad campaign will inform travelers as to these events, provide economic benefit to our community by bringing more people to town, assist event organizers because this is extra advertising they couldn't afford, and it will generate overnight stays due to the length and time of the events.

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

Same as above

How does this project support the Strategic Plan?

This is a highly targeted advertising campaign, based on the marketing plan and can and has been easily tracked. This advertising pushes a off season event, and it increases the attendance at a cultural event.

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

| | State Tourism Funds | | Other Funds | | Total |
|------------------------------|---------------------|---|-------------|---|-------|
| PROFESSIONALSERVICES: | | | | | |
| | \$0 | + | \$0 | = | \$0 |
| | \$0 | + | \$0 | = | \$0 |
| | \$0 | + | \$0 | = | \$0 |
| | \$0 | + | \$0 | = | \$0 |
| | \$0 | + | \$0 | = | \$0 |
| | \$0 | + | \$0 | = | \$0 |
| | \$0 | + | \$0 | = | \$0 |
| TOTAL | \$0 | | \$0 | | \$0 |

| | | | | | |
|-------------------------------|-----------|---|-----|---|-----------|
| MARKETING/ADVERTISING: | | | | | |
| Radio advertising | \$1200.00 | + | \$0 | = | \$1200.00 |
| | \$0 | + | \$0 | = | \$0 |
| | \$0 | + | \$0 | = | \$0 |
| TOTAL | | | \$0 | | |

| | | | | | |
|---------------------------|-----|---|-----|---|-----|
| TRAVEL: | | | | | |
| Personal Car | \$0 | + | \$0 | = | \$0 |
| Commercial Transportation | \$0 | + | \$0 | = | \$0 |
| Meals | \$0 | + | \$0 | = | \$0 |
| Lodging | \$0 | + | \$0 | = | \$0 |
| Vehicle Rental | \$0 | + | \$0 | = | \$0 |
| TOTAL | \$0 | | \$0 | | \$0 |

| | | | | | |
|---------------|--|---|-----|---|--|
| OTHER: | | | | | |
| | | + | \$0 | = | |
| | | + | \$0 | = | |
| | | + | \$0 | = | |
| | | + | \$0 | = | |
| | | + | \$0 | = | |
| | | + | \$0 | = | |
| | | + | \$0 | = | |
| | | + | \$0 | = | |
| | | + | \$0 | = | |
| | | + | \$0 | = | |
| | | + | \$0 | = | |
| TOTAL | | | \$0 | | |

| | | | | | |
|-------------------|----------------|-----------|---|-----|-----------|
| REGION/CVB | PROJECT | | | | |
| TOTAL | | \$1200.00 | + | \$0 | \$1200.00 |

BROADCAST ADVERTISING

Type of medium (circle one): Radio

City of Location Miles City Length of Spot 30 sec.

Area of Coverage 300 mile radius of Miles City