

**Application for projects over \$500**

**Approval Requested**

**Final**

**Preliminary**

**Organization Name: Yellowstone Country Montana**

**Project Name: FY 10/11 OPPORTUNITY FUNDS  
Denver Airport Media Advertising  
4-21-11**

**Application Completed by Robin Hoover**

**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.**

We plan to place three signs in the Denver International Airport from June through October, 2011. We ran this campaign successfully in 2008. Denver International Airport is a major hub for United, Frontier and Air Canada. It is the 5<sup>th</sup> largest airport in North America. We plan to place one sign in the A Concourse (Frontier) as well as two train wall wraps. We should achieve approximately 11, 042, 504 impressions per month.

**Objectives**

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

We want to encourage visitors and residents of Denver and surrounding areas to consider Yellowstone Country Montana in their travel plans on their future trips.

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

Colorado is ranked in the top 3 in visitors, winter and summer, to Yellowstone Country Montana.

**How does this project support the Strategic Plan?**

Colorado (and Denver) is home to our targeted Geo-traveller. It supports all of the elements in the state Strategic Plan.

**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.**

**REGION/CVB PROJECT BUDGET**  
**Denver Airport Media**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Layout/Design/Art (3 panels)	\$750	+	\$0	=	\$750
Copywriting/Editing/Proofing	\$200	+	\$0	=	\$200
Photography/Photo Selection	\$800	+	\$0	=	\$800
Production Management/Traffic	\$400	+	\$0	=	\$400
Fabrication/Digitize Signs	\$1450	+	\$0	=	\$14500
Installation & rotation of displays (TKO Visual)	\$2,200				\$2,200
Distribution/Shipping	\$450				\$450
<b>TOTAL</b>	\$6,250		\$0		\$6,250

<b>MARKETING/ADVERTISING:</b>					
Sign Space	\$0	+	\$0	=	\$0
1 Diarama/2 Wraps	\$42,300	+	\$0	=	\$42,300
<b>TOTAL</b>	\$42,300		\$0		\$42,300

<b>TRAVEL:</b>					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
<b>TOTAL</b>	\$0		\$0		\$0

<b>OTHER:</b>					
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
<b>TOTAL</b>			\$0		

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<b>REGION/CVB</b>	<b>PROJECT</b>				
<b>TOTAL</b>		\$48,550	+	\$0	\$48,550