

Application for projects over \$500

Organization Name Gold West Country

Project Name Reprint and Update Birding Brochure

Application Completed by Sarah Bannon

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.

Gold West Country would like to update our birding brochure and reprint it since we are down to our last box for distribution. We have Certified Folder putting them in racks and send them out to our inquiries from our Audubon advertising.

Our birding brochure has been doing very well since we made the decision to put it in the racks with Certified Folder. People really like the information and the pictures. We are not sure of the details for reprinting at this time as we are seeing what we can still apply from the last brochure.

Objectives

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

- Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
 - Build awareness and entice the geotourist to come and experience Gold West Country.
 - Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
 - Create and maintain a consistent brand image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
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Refer to the portions of your marketing plan, which support this project.

- Continue advertising in quality national and regional publications (magazines) that reach Gold West Country's defined market segments as well as niche publications when appropriate (such as *Audubon*). Continue internet advertising on key travel planning websites.
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How does this project support the Strategic Plan?

Promote Montana to targeted groups and events, emphasizing off-peak season.

1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.

Detail pages attached Yes No

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

We will provide more budget detail as we see what we can work with on our past birding brochure.

We currently would like to set aside \$10,000 for updates and reprints to be followed by greater detail.