



SMILE

YOUR BRAND

IS IN VERY GOOD THINKING

Town of Red River
Fiscal Year 2022/2023
Media Recommendation – V3
June 20, 2022

Objectives

- Continue to generate awareness (reach new audiences) and become more top-of-mind among prospects in select feeder markets during three different seasons.
- Increase website traffic to educate consumers on all Red River has to offer.
- Deepen brand engagement before, during and after people visit – leave a lasting impression at any point in their journey.
- Track and optimize as we go.



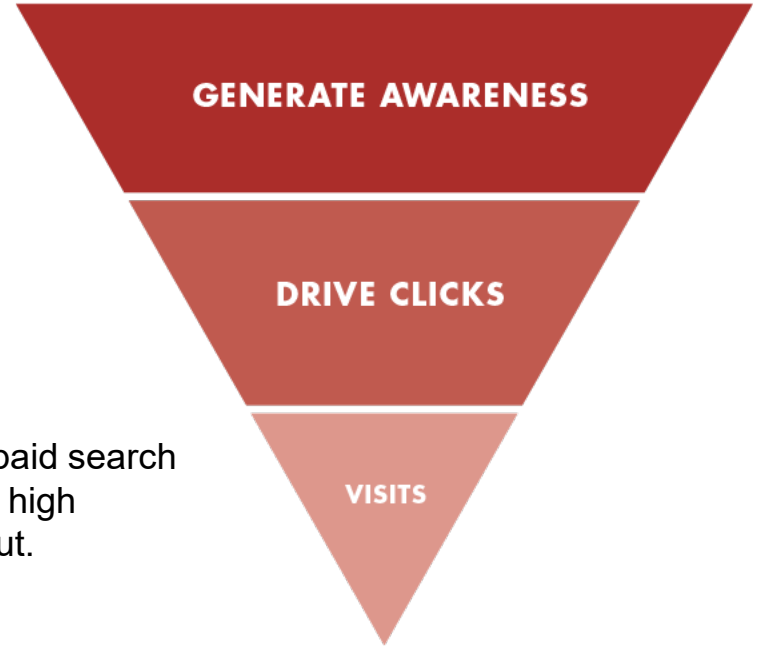
Media Strategy

Upper Funnel Awareness

- Utilize out-of-home, video and print mediums to generate mass impressions.

Lower Funnel Direct Response

- Implement hyper-targeted digital display, paid social and paid search ads to drive website clicks among consumers who have a high propensity to travel, incorporating event promos throughout.



Media Planning Parameters

Budget \$220,000 (plus \$25,000 incremental budget)

Timing July 2022 – June 2023

Flights Summer/Fall; Winter; Summer Kickoff



Targeting

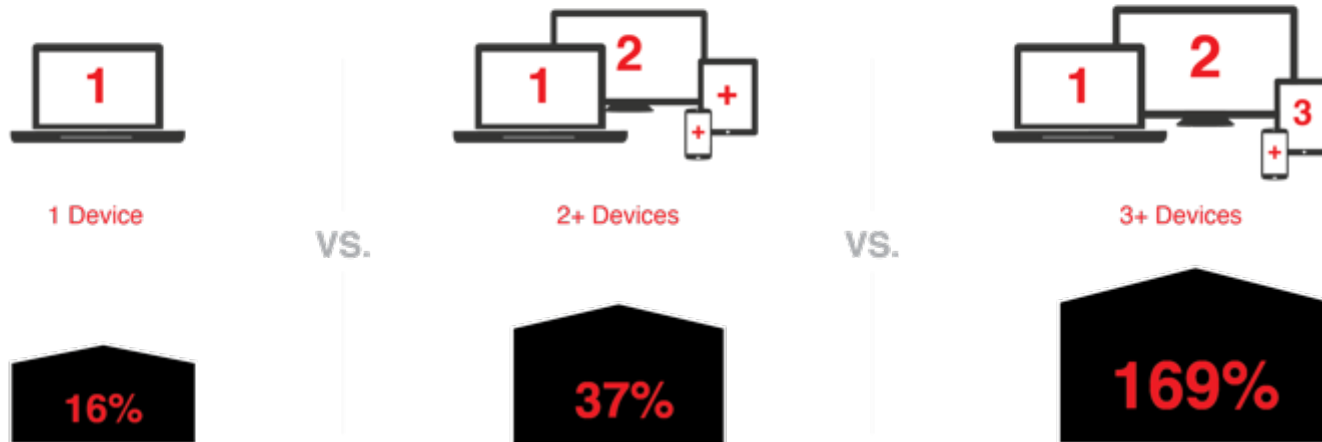


Multiple Device Approach

Brand exposure on multiple devices results in increased awareness and advertiser website visits.

Site Visitation

BY EXPOSURE ON NUMBER OF DEVICES



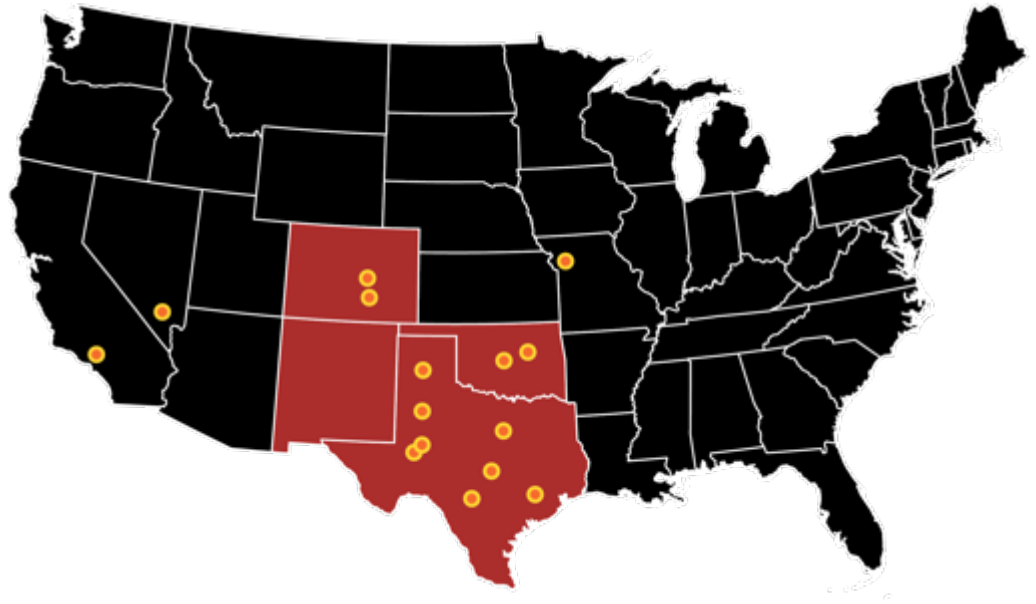
Targeting Capabilities

- Geographical
- Demographics
- Contextual
- Behavioral
- Interest
- Keyword
- Day Part
- Device



Primary Feeder Markets

- Amarillo
- Dallas
- Lubbock
- Odessa/Midland
- Austin
- San Antonio
- Houston
- Oklahoma City
- Tulsa
- Colorado Springs/Pueblo
- Los Angeles
- Las Vegas
- Kansas City



Primary Audience 1 - Families

- 40% Male, 60% Female
- Ages 30 – 65+
- Household Income \$100K+
- Kids between ages 3 and 18 (kids 0-3 least likely to travel)
- Seeking experiences that the whole family can enjoy and learn from, with the ultimate goal of creating positive memories that will last forever
- Willing to venture off the beaten path, but not looking to get too far lost in the woods
- Selfless explorers who want their kids to be as psyched as they are when they encounter new experiences for the first time
- Campers, Red River fishers, skiers, hummingbird spotters, nature walkers, campfire ghost story tellers, site seers, sledders, snowman architects, ice cream eating experts, festival lovers, horseback riders, snowball fight warriors, live music with dinner lovers, hands on experiencers, Mother Nature listeners, go-cart racers, side-by-side adventurers, down-hill tubers, ropes course daredevils
- Not looking for Disneyland-type adventures with huge crowds, long lines and inflated expenses, but rather a low-key, quaint town that provides authentic and fun learning experiences and is easy to manage
- Willing to drive five to ten hours for a minimum three-night escape from the everyday norm



Primary Audience 2 – Outdoor Enthusiasts

- 60% Male, 40% Female
- Ages 21 – 55
- Weekend warriors with disposable income
- Seeking full-on immersive experiences (snowmobiling, beers at lunch, ski, apre ski, dine, sleep, repeat)
- Looking to escape the daily grind, while showing the world the next adventure they're living
- Driven by exploration, scenic landscapes, Mother Nature and the thrill of the unknown, and they want to be “there” now
- Hikers, mountain bikers, rock climbers, campers, music festival goers, trail runners, fly fishers, river rafters, horseback riders, backpackers, yogis, 4x4ers, snowmobilers, site seers, skiers, snowboarders, hunters, zip liners, local music scene lovers, wildlife seekers, ropes course dominators
- Highly appreciative of small-town culture and community, and love the proximity of it all
- Tend to favor a finely crafted local beer at the end of each outdoor adventure, and sometimes during



Creative Platform & Implementation






**BELONGING IS
BETTER THAN
BELONGINGS.**

RR
REDRIVER, NM


PLAN YOUR TRIP



**JOY, TUGGING
AT YOUR SOUL.**

RR
REDRIVER, NM


PLAN YOUR TRIP



**NOTHING
BUT FOUR-WHEEL
SMILES.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**GIDDY-UP
YOUR
SUMMER.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**QUITE A DAY.
THAT'S EVERY DAY.**

RR
REDRIVER, NM

PLAN YOUR TRIP

Recommended Paid Media Plan



Summer/Fall

Summer/Fall Campaign	Date	Budget	% of Buy	Est. Impressions
Facebook/Instagram Static - General Branding	September - October	\$5,000	31%	833,334
Programmatic Display	August - October	\$8,000	50%	4,000,000
Google Paid Search	August - October	\$3,000	19%	150,000
Total		\$16,000	100%	4,983,334



Winter

Winter Campaign	Date	Budget	% of Buy	Est. Impressions
OutFront Billboards	Mid-Nov. - Mid-Dec.	\$31,620	35%	15,866,000
Connected TV	Mid-Nov - Mid-Dec.	\$7,500	8%	300,000
Facebook/Instagram Static - General Branding	November - February	\$3,380	4%	563,333
Programmatic Pre-Roll Video	November - February	\$4,000	4%	400,000
Programmatic Display	November - February	\$7,064	8%	3,532,000
Google Paid Search	November - February	\$2,500	3%	125,000
AccuWeather Display	January	\$7,500	8%	750,000
Print - Texas Monthly - Full Page	November	\$9,215	10%	2,700,000
Print - Taos News Winter Magazine - Full Page	November	\$3,465	4%	50,000
Print - New Mexico Magazine Winter - Blue Diamond Print/Digital Package	December; Jan./Feb.	\$3,119	3%	340,000
Print - New Mexico True Adventure Guide - Full Page	January	\$10,107	11%	1,000,000
Total		\$89,469	100%	25,626,333

Summer Kickoff

Summer Kickoff Campaign	Date	Budget	% of Buy	Est. Impressions
OutFront Billboards	May	\$42,250	30%	18,187,420
Accretive Programmatic Billboards	May	\$10,000	7%	1,000,000
Connected TV	May	\$22,500	16%	900,000
Facebook/Instagram Video - General Branding	May - June	\$6,755	5%	675,500
Facebook/Instagram Static - General Branding	May - June	\$6,875	5%	1,145,833
Programmatic Pre-Roll Video	May - June	\$8,000	6%	800,000
Programmatic Display	May - June	\$10,000	7%	5,000,000
Google Paid Search	May - June	\$2,000	1%	100,000
AccuWeather Display	June	\$10,000	7%	1,000,000
Print - Texas Monthly - Full Page	May	\$9,215	7%	2,700,000
Print - Taos News Summer Guide - Full Page	May	\$4,258	3%	70,000
Print - AARP 2-4-1	April/May	\$7,678	6%	273,900
Total		\$139,531	100%	31,852,653



Totals

GRAND TOTALS	Date	Budget	% of Buy	Est. Impressions
Summer/Fall	July - October	\$16,000	7%	4,983,334
Winter	November - February	\$89,469	37%	25,626,333
Summer Kickoff	May - June	\$139,531	57%	31,852,653
Paid Media Contingency	July - June	\$0	0%	0
Total		\$245,000	100%	62,462,320
MEDIA CHANNEL BREAKOUT		Budget	% of Buy	Est. Impressions
Outdoor	July - June	\$83,870	34%	35,053,420
Digital	July - June	\$114,074	47%	20,275,000
Print	July - June	\$47,056	19%	7,133,900
Total		\$245,000	100%	62,462,320



Targeting Criteria

Geography and Demographics

- **Feeder Markets:** Amarillo, Dallas, Lubbock, Odessa/Midland, Austin, San Antonio, Houston, Oklahoma City, Tulsa, Colorado Springs/Pueblo, Los Angeles, Las Vegas, Kansas City
- **Primary Audience 1 – Families:** 40% Male, 60% Female, Ages 30 – 65+, HHI \$100K+, Kids ages 3 to 18
- **Primary Audience 2 – Outdoor Enthusiasts:** 60% Male, 40% Female, Ages 21 – 55

Interest and Behavior Sampling

- **Primary Audience 1 – Families:** Family oriented, camping, fishing, skiing, skiers, site seeing, winter sports, winter activities, horseback riding, family vacation, family trips, summer vacation, winter vacation, spring break, vacation/travel planners, family friendly restaurants and activities, festivals, family vacations, in-market for domestic US travel, leisure travelers, in-market for timeshares/vacation rentals, vacation package shoppers, fall/summer/winter travelers, travelers with pets, road trippers
- **Primary Audience 2 – Outdoor Enthusiasts:** Weekend warriors, hiking, mountain biking, rock climbing, camping, music festivals, trail running, fly fishing, horseback riding, off-road vehicles, snow mobiles, skiing, snowboarding, local music lovers, local beers, weekend trips, travel with friends

Keyword Sampling

- Red River, New Mexico, travel, travel planning, mountain town, mining town, summer vacation, summer trip, weekend getaway, outdoor activities, forest retreat, winter break, winter trip, winter activities, winter sports, family fun, family trips, family friendly, skiing, snowboarding, hiking, mountain biking, 4x4, off-road, OHV, country bars, live music, affordable room rates, event titles and more



Outdoor – OutFront Outdoor

Digital & Static Billboards

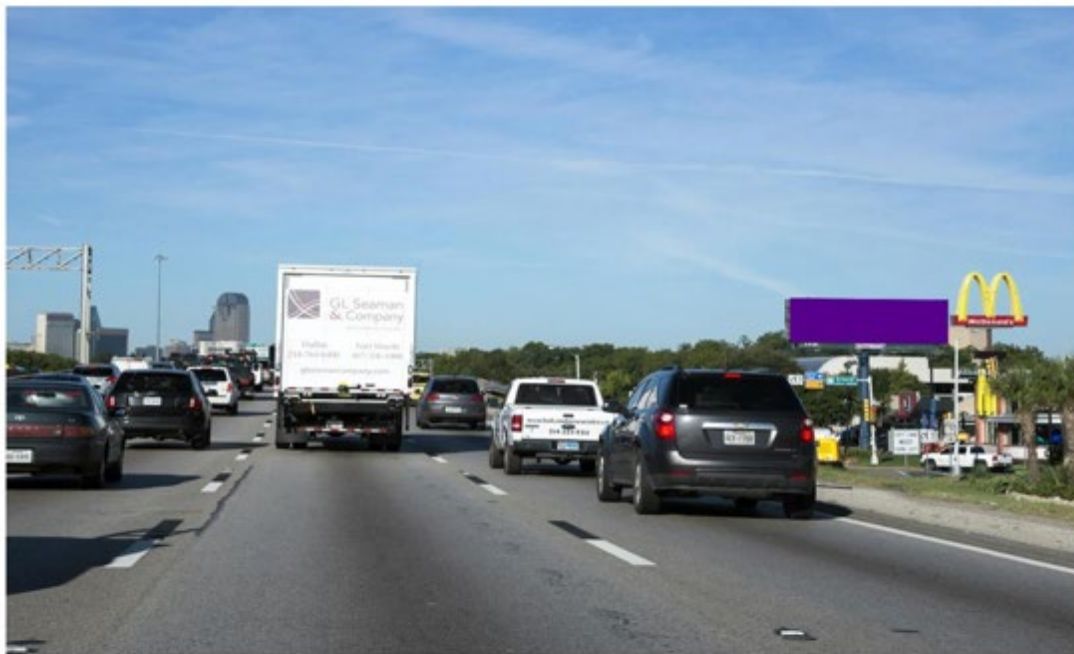
- Winter 11/21/22 - 12/18/22; Summer Kick-Off 5/1/23 - 5/28/23
- Mass media awareness tactic to reach commuters in Dallas
- Can run multiple creative executions on digital units
- 14x48 units only, right-read highway
- Total Facings Nov/Dec – 8 (includes 1 bonus)
- Total Facings May – 12 (includes 2 bonus)
- Est. CPM \$2.17
- Est. Impressions 34,053,420
- Cost \$73,870 net



MARKET
Dallas/Ft. Worth

BOARD #
2_2180

ADDRESS
I-30 (E.R.L.T.) W/O E. Grand N/S F/E



18+ Weekly Imp: 605,004

Size: 14"x48"

Area: Dallas

Zip Code: 75223

Latitude: 32.791807

Longitude: -96.750333

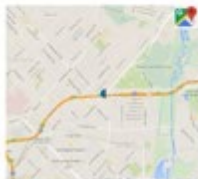
Material: Vinyl

Illuminated: Yes

Extension: Yes

Spec Sheet: B1C

geopath ID#: 513608



Westbound traffic on I-30 into downtown Dallas from East Dallas and the suburbs of White Rock Lake, Mesquite, Garland, and Sunnyvale. Major attractions including Fair Park, Cotton Bowl, Mesquite Rodeo, Baylor Hospital, American Airlines, and Victory Plaza. Hip & Trendy area which includes Arts District and many new upscale lofts.

1201 Main St. Suite 1700, Dallas, TX 75202 | 972-243-1100

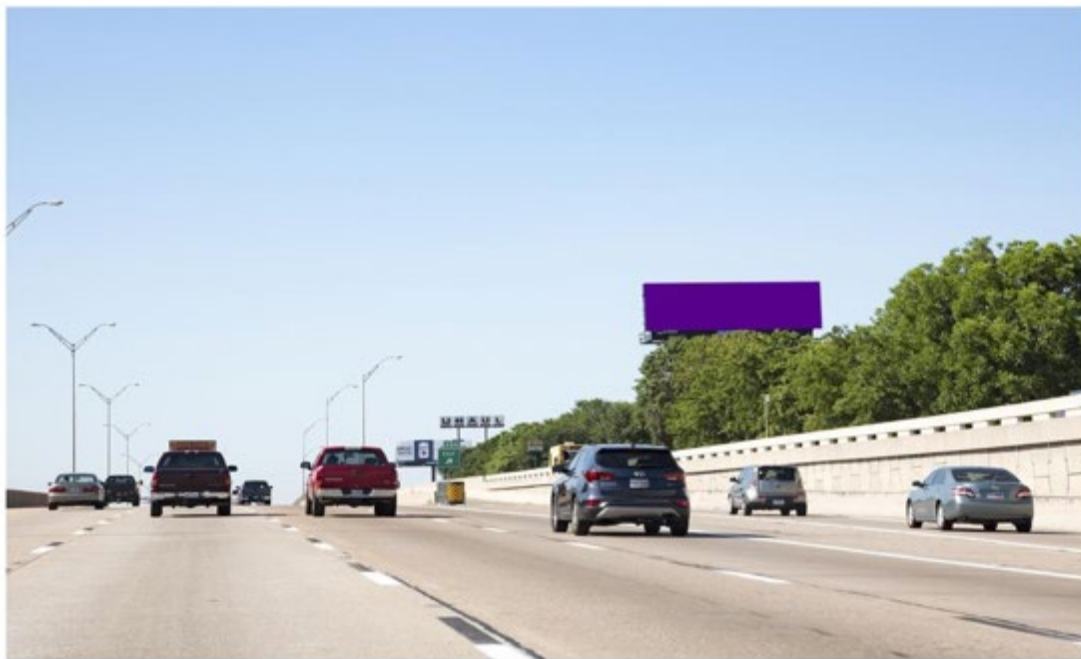
OUTFRONT



MARKET
Dallas/Ft. Worth

BOARD #
2_8252

ADDRESS
I-35W .2 Mi N/O Berry W/S F/N



18+ Weekly Imp: 680,230

Size: 14'x48'

Area: Fort Worth

Zip Code: 76104

Latitude: 32.710183

Longitude: -97.321161

Material: Vinyl

Illuminated: Yes

Extension: Yes

Spec Sheet: B1C

geopath ID#: 514088



Southbound traffic on I-35W heading from Downtown Ft. Worth to southern suburbs which include Burleson, Alvarado, Cleburne & Mansfield. Ethnically diverse neighborhoods.

1201 Main St, Suite 1700, Dallas, TX 75202 | 972-243-1100

OUTFRONT





18+ Weekly Imp: 764,292

Size: 10'x30'

Area: Plano

Zip Code: 75074

Latitude: 33.05113

Longitude: -96.696473

Material: Vinyl

Illuminated: Yes

Extension: No

Spec Sheet: B4C

geopath ID#: 514157



Central Expressway (I-75) is an evening commuter route for traffic heading towards the hot new developing area of Allen & McKinney. Allen & McKinney are upscale suburbs of Dallas. There are hospitals, restaurants, upscale shopping at Watters Creek at Montgomery Farm and Allen Premium Outlets. Also in development is the brand new Allen Convention Center and hotel.

1201 Main St, Suite 1700, Dallas, TX 75202 | 972-243-1100

MARKET
Dallas/Ft. Worth

BOARD #
2_7205

ADDRESS
I-30 .2 Mi W/O 287 N/S F/W



18+ Weekly Imp: 398,698

Size: 14'x48'

Area: Fort Worth

Zip Code: 76102

Latitude: 32.748567

Longitude: -97.312927

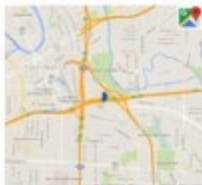
Material: Vinyl

Illuminated: Yes

Extension: Yes

Spec Sheet: B1C

geopath ID#: 513924



Eastbound on I-30 leaving Downtown Ft. Worth to the mid cities and Dallas. I-30 is the major east/west connector between Downtown Ft. Worth & Downtown Dallas. Attractions in this area include Six Flags, Globe Life Park, AT&T Stadium, and Hurricane Harbor. Home to the Dallas Cowboys and Texas Rangers. Culturally diverse neighborhoods.

1201 Main St. Suite 1700, Dallas, TX 75202 | 972-243-1100

OUTFRONT



MARKET
Dallas/Ft. Worth

BOARD #
2_6678 Digital

ADDRESS
Central (75) S/O Lovers Lane E/S F/N

POP Deliverable: Please Note That Due to Safety Concerns OUTFRONT MEDIA can only Deliver an Approach Shot from the Secondary Road from Greenville Avenue



18+ Weekly Imp: 629,017

Size: 14'x48'

Area: Dallas

Zip Code: 75206

Latitude: 32.850335

Longitude: -96.770974

Spot/Loop: 8 sec/64 sec

Full Motion: No

Spec Sheet: DB1R-S

geopath ID#: 30673497

Notes: 8 Spots; 8 Seconds
Per Flip; No Motion



This high demand, high impact LED targets southbound traffic on Central Expressway heading towards Park Cities, Knox Henderson area & Downtown Dallas. Major upscale shops & restaurants in the entertainment district, Hip & Trendy. This Frwy targets SMU, Northpark Mall & Greenville Ave. corridor.

1201 Main St, Suite 1700, Dallas, TX 75202 | 972-243-1100

OUTFRONT



POP Deliverable: Please Note That Due to Safety Concerns OUTFRONT MEDIA Can Only Deliver an Approach Shot from the Opposite Side of the Highway



18+ Weekly Imp: 399,646

Size: 14'x48'

Area: Dallas

Zip Code: 75248

Latitude: 32.982034

Longitude: -96.828276

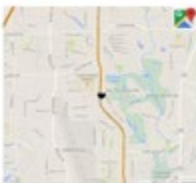
Spot/Loop: 8 sec/64 sec

Full Motion: No

Spec Sheet: DB1D-S

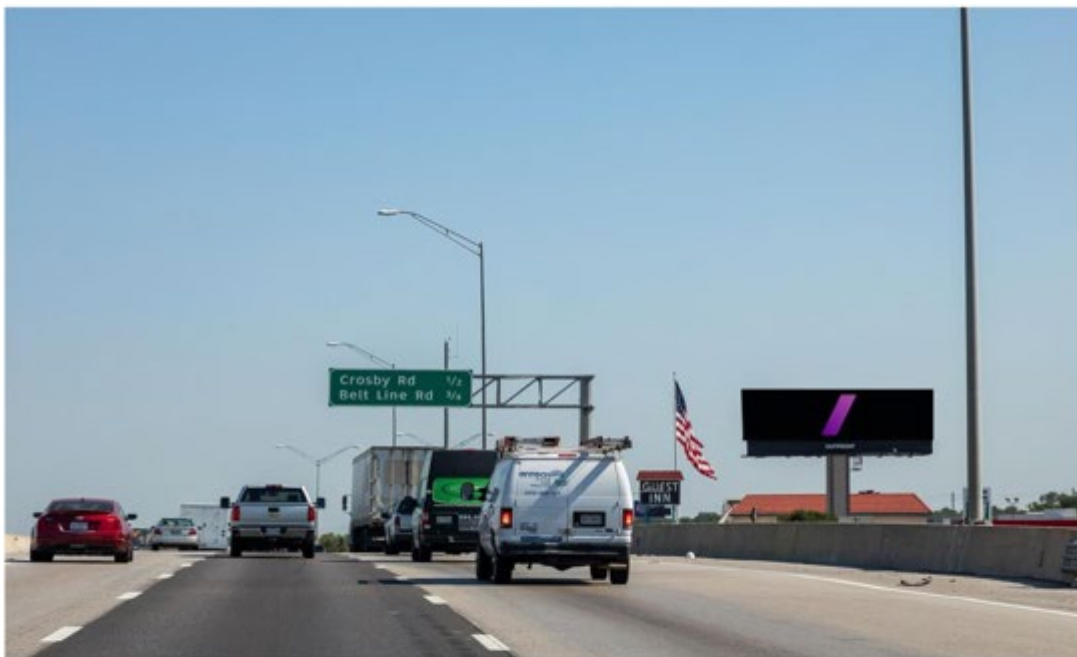
geopath ID#: 30681973

Notes: 8 Spots; 8 Seconds
Per Flip; No Motion



This HIGH-PROFILE DIGITAL face reaches Southbound traffic on Dallas North Tollway heading from the high HIH suburbs of North Dallas into Galleria Mall and Addison (home to many upscale retailers & restaurants). This tollroad is one of the most sought after stretches of highway in the Metroplex.

1201 Main St, Suite 1700, Dallas, TX 75202 | 972-243-1900



18+ Weekly Imp: 620,678

Size: 14"x48'

Area: Carrollton

Zip Code: 75006

Latitude: 32.939249

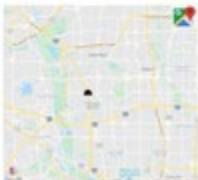
Longitude: -96.902044

Spot/Loop: 8 sec/64 sec

Full Motion: No

Spec Sheet: DB1D-5

geopath ID#: 30982863



This digital unit reaches traffic heading north bound on I-35E (Stemmons Frwy) from 635 (LBJ) and downtown Dallas to Hwy 190 (George Bush Turnpike). Major residential and big box retail areas, including communities of Carrollton, Addison, Farmers Branch, Coppell and Lewisville.

1201 Main St, Suite 1700, Dallas, TX 75202 | 972-243-1100

OUTFRONT



MARKET
Dallas/Ft. Worth

BOARD #
2_6690 Digital

ADDRESS
SH 121 (Sam Rayburn Tollway) W/O Paige Rd N/S F/E



18+ Weekly Imp: 267,761

Size: 14'x48'

Area: The Colony

Zip Code: 75056

Latitude: 33.069225

Longitude: -96.882893

Spot/Loop: 8 sec/64 sec

Full Motion: No

Spec Sheet: DBU-S

geoPath ID#: 31055959



1201 Main St. Suite 1700, Dallas, TX 75202 | 972-243-1100

OUTFRONT



POP Deliverable: Please Note That Due to Safety Concerns OUTFRONT MEDIA Can Only Deliver an Approach Shot from the Opposite Side of the Highway



18+ Weekly Imp: 228,721

Size: 14"x48"

Area: Irving

Zip Code: 75062

Latitude: 32.833249

Longitude: -96.897279

Spot/Loop: 8 sec/64 sec

Full Motion: No

Spec Sheet: DB1D-S

geopath ID#: 30848460

Notes: 8 Spots; 8 Seconds
Per Flip; No Motion



Digital Bulletin reaching Eastbound traffic on Hwy 183 heading towards Downtown Dallas. This traffic also targets DFW Airport traffic, Love Field, Dallas Convention Center and American Airlines Center - Home to Dallas Stars and Dallas Mavericks. Major Hospital District and Central Business District.

1201 Main St. Suite 1700, Dallas, TX 75202 | 972-243-1100



18+ Weekly Imp: 351,506

Size: 14'x48'

Area: Carrollton

Zip Code: 75007

Latitude: 32.992599

Longitude: -96.944534

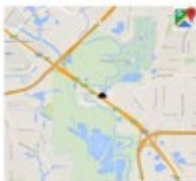
Spot/Loop: 8 sec/64 sec

Full Motion: No

Spec Sheet: DB10-S

geopath ID#: 30716323

Notes: 8 spots, 8 seconds per flip, no motion



Traffic heading North on I-35E (Stemmons Freeway) from North Dallas, Carrollton and Farmers Branch to the Lewisville area and Denton. Major entertainment and restaurant district. Growing residential & commercial suburban area.

1201 Main St, Suite 1700, Dallas, TX 75202 | 972-243-1100

Accretive – Programmatic Outdoor

Digital & Static Billboards

- May 2023
- Mass media awareness tactic to reach commuters in Dallas and one other market
- Allows us to supplement the OutFront billboards with digital OOH placements targeted by behavioral segments and geography
- In addition to digital billboards, placements may include venues like restaurants, malls, EV charging stations, grocery stores and gas stations
- Tracking can be tied to multiple sites to measure lift in site traffic from people who were exposed to the ads along with reporting on impressions, reach and frequency by DMA and placement type
- Est. CPM \$10
- Est. Impressions 1,000,000
- Cost \$10,000 net



Incremental \$50,000 Option

Add More CTV to Winter and Summer Kickoff

+

Incorporate Programmatic Digital Billboards

- Allows us to complement the OutFront billboards with digital OOH placements targeted by behavioral segments and geography
- In addition to digital billboards, placements may include venues like restaurants, malls, EV charging stations, grocery stores and gas stations
- Tracking can be tied to the site to measure lift in site traffic from people who were exposed to the ads along with reporting on impressions, reach and frequency by DMA and placement type



ConnectedTV

TV Commercials

- Winter 2022 and Summer Kickoff May 2023
- Upper-funnel awareness tactic targeting users who are streaming content via Smart TV, connected device or game console, such as Apple TV, Roku or Amazon Fire
- Geo-target Amarillo, Dallas, Lubbock, Odessa/Midland, Austin, San Antonio, Houston, Oklahoma City, Tulsa, Colorado Springs/Pueblo, Los Angeles, Las Vegas, Kansas City
- Behavior targeting to family and outdoor adventure
- 30-second brand videos, non-skippable spots served and reported on like digital display ads
- Est. CPM \$25
- Est. Impressions 1,200,000
- Cost \$30,000 net



Facebook/Instagram Video

Video Views

- Summer Kickoff May-June 2023
- Awareness tactic to reach engaged audiences - brand focused
- 30-second brand videos
- CPM Goal \$10
- Est. Impressions 675,500
- CPV Goal \$.10
- Est. Views 67,550
- Cost \$6,755 net



Facebook/Instagram Static

Clicks to Website

- Flights: Summer/Fall Sept-Oct; Winter Nov-Feb; Summer Kickoff May-June
- Direct response static and carousel ads designed to pique interest and drive clicks; brand-focused ads (not event specific)
- CPM Goal \$6
- Est. Impressions 2,542,500
- CPC Goal \$1
- Est. Clicks 15,255
- Cost \$15,255 net



Programmatic Pre-Roll

DV360 Pre-Roll Video

- Flights: Winter Nov-Feb; Summer Kickoff May-June
- Cross-screen video tactic that allows us to reach our targets across multiple devices
- DV360 allows us to secure premium video inventory across major exchanges, direct sites and YouTube
- 30-second brand videos
- CPM Goal \$10
- Est. Impressions 1,200,000
- CPV Goal \$.10
- Est. Views 120,000
- Cost \$12,000 net



Programmatic Digital Display

DV360 Display Network

- Flights: Summer/Fall Aug-Oct; Winter Nov-Feb; Summer Kickoff May-June
- Direct response static banner ads served to targeted audiences across contextually relevant websites
- JPG ads at 300x600, 300x250, 160x600, 728x90, 336x280, 300x50, 320x50
- CPM Goal \$2
- Est. Impressions 12,532,000
- CPC Goal \$.50
- Est. Clicks 50,128
- Cost \$25,064 net



Google Paid Search

Google Ads Text Ads

- Flights: Summer/Fall Aug-Oct; Winter Nov-Feb; Summer Kickoff May-June
- Google Ads Platform
- Target two primary audience segments throughout select feeder markets searching for keywords associated with traveling to Red River, family trips, adventure, room rates, events, etc.
- Text ads with link extensions based on relevant keywords
- CPM Goal \$20
- Est. Impressions 375,000
- CPC Goal \$.50
- Est. Clicks 15,000
- Cost \$7,500 net



AccuWeather Display

Weather Triggered Targeting

- Flights: Winter Jan; Summer June
- Lower-funnel tactic targeting consumers in Dallas with “snow alert” ads before and during storms and cool-weather ads during the heat of summer (current temp in RR)
- Cross-platform 300x250 banners and mobile web and in-app 320x50 banners
- CPM \$10
- Est. Impressions 1,750,000
- Cost \$17,500 net



Texas Monthly Magazine

Print

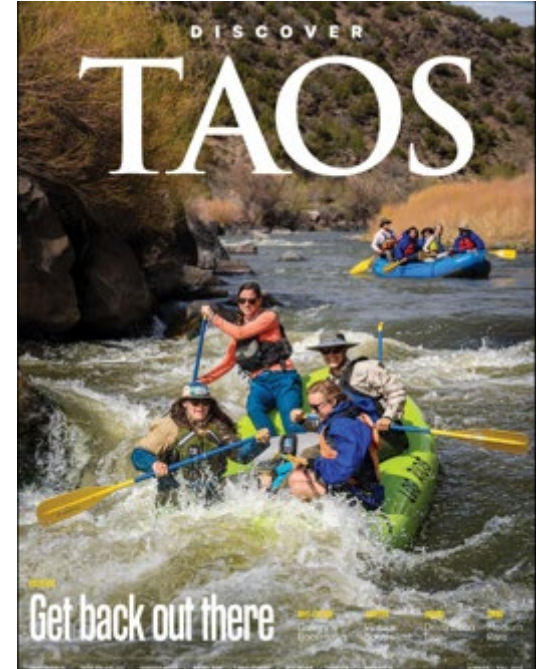
- November 2022 Winter Travel and May 2023 Summer Travel issues
- Upper-funnel awareness tactic targeting affluent and engaged Texans
- Full-page print (+100,000 digital impressions per insertion)
- Estimated Readership 5,400,000 (for 2 issues)
- Cost \$18,430 net



Taos News

Print

- November 2022 Winter Magazine and May 2023 Summer Guide
- Upper-funnel awareness tactic targeting local residents in contextually-relevant content issues
- Full-page print
- Circulation 120,000 (for 2 issues)
- Cost \$7,723 net



New Mexico True Adventure Guide

Print & Digital

- January 2023 annual issue
- Upper-funnel awareness tactic targeting New Mexicans year round who are seeking adventure throughout the state
- Full-page print and online
- Est. Reach 1,000,000
- Cost \$10,106.50 net



New Mexico Magazine

Print

- December 2022; January/February 2023 Winter Magazine “Blue Diamond” Package, including digital
- Upper-funnel awareness tactic targeting local residents in a contextually-relevant content issue
- Full-page print and digital package
- Circulation 340,000
- Cost \$3,119 net



AARP

Print Advertorial

- April/May 2023
- Upper-funnel awareness tactic targeting AARP members in Texas households
- Half-page print and half-page editorial
- Circulation 273,900
- Cost \$7,678 net

BRANDAMP BY AARP

PAID CONTENT RED RIVER

Escape to Red River

Nature is calling in New Mexico



Event-Specific Paid Social



Event-Specific Paid Social (from Special Event Budget)


May - June 2022 Special Events	Flight Dates	Budget	% of Buy	Est. Impressions
FB/IG Red River Memorial Day Motorcycle Rally (5/26 - 5/30)	4/11/22 - 5/25/22	\$4,000	50%	400,000
FB/IG Red River Car Show (6/4)	5/14/22 - 6/3/22	\$2,000	25%	200,000
FB/IG Art & Wine Festival (6/17 - 6/19)	5/28/22 - 6/16/22	\$2,000	25%	200,000
OneSignal Special Event Push Notifications	May 2022 - June 2022	\$0	0%	0
Total		\$8,000	100%	800,000
July 2022 - February 2023 Special Events	Flight Dates	Budget	% of Buy	Est. Impressions
FB/IG Enchanted Forest Trail Races (7/30)	7/9/22 - 7/29/22	\$2,000	14%	200,000
FB/IG 8750' BBQ Festival (8/18 - 8/20)	7/28/22 - 8/17/22	\$2,000	14%	200,000
FB/IG Enchanted Circle Bike Tour (8/27)	8/6/22 - 8/26/22	\$2,000	14%	200,000
Motherlode Music Fest & Miners Market (9/22 - 9/25)	9/1/22 - 9/21/22	\$2,000	14%	200,000
Octoberfest (10/7 - 10/9)	9/16/22 - 10/6/22	\$2,000	14%	200,000
Red River Song Writers Festival (early Feb 2023)	TBD - TBD	\$2,000	14%	200,000
Mardi Gras in the Mountains (2/16 - 2/21)	1/26/23 - 2/16/23	\$2,000	14%	200,000
OneSignal Special Event Push Notifications	July 2022 - February 2023	\$0	0%	0
Total		\$14,000	100%	1,400,000



Next Steps

- Review media recommendation and Q&A
- Negotiate final buys for Summer/Fall, Winter and Summer Kickoff campaigns
- Set up digital campaigns and tracking



The background is a light blue surface with a textured, paper-like appearance. It features several faint, large-scale geometric patterns. On the left, there are concentric circles. In the center, there are vertical, slightly irregular rectangular shapes. On the right, there is a large, stylized eye shape composed of concentric arcs. The text "THANK YOU" is centered horizontally and vertically in a bold, black, sans-serif font.

THANK YOU