

## BBQ Blowout Marketing Campaign

### Commercials

#### Bright House Commercials

Monday May 4- Sunday May 23

**Value: \$25,000**

### Television segments

**Fox 35** live interview in the studio

Sunday May 17

**Fox 35 Good Day Orlando** live on site segment with Tom Johnson

Friday May 22 from 8:00 am – 9:37 am

- (2) 3 minute interviews
- (6) 30 second interviews

Saturday May 23

- Recording footage for later that day

### Radio promotions

#### 103.1 The Wolf

Wednesday April 29

- (3) 2 minute interviews

Monday May 18

- (4) 2 minute interviews

### **On---Air:**

- Three (3) weeks of on---air branding/promotion
- Minimum of 80x recorded promotional spots
- Minimum of 60x LIVE in---content mentions
- Minimum of 1x on---air interview with city official(s)

### **Digital/Online:**

- Minimum of 10x tagged social media posts (Facebook, Twitter, Instagram)
- 540x270 digital banner on TheWolf1031.com homepage
- Custom information page at TheWolf1031.com
- Exclusive photo galleries dedicated to the BBQ Blowout on social and website

**Value: \$12,000**

### Billboards

3 ClearChannel Billboards - 2 poster billboards (4 weeks prior) and 1 digital (1 week prior)

**Value: \$2,310**

**BBQ Magazine, Newspapers and online promotions**

**Seminole Voice** - The Seminole Voice is a web based newspaper, covering the areas of Oviedo, Winter Springs, Chuluota and Geneva. With more than 10,000 page views each month and an average of 72 percent in new visitors, our website pulls in over 10,000 visitors each month, included is a Facebook and Twitter feed along with a weekly newsletter that is delivered to over 2,500+ readers.

- a. Centerfold Spread (2 full pages) featuring 2015 CF BBQ event running in Observer May 14 issue
- b. WPM Observer 1/4 page ad: April 30, May 7, May 21
- c. Baldwin Park Living 1/2 page ad: May 1 issue
- d. Web ad running April 1 thru event date
- e. Exclusive enewsletter web ad week of May 18 in all 3 enewsletters

**Value: \$4,073**

**Seminole Magazine**-Seminole magazine is a lifestyle/arts magazine for Seminole County, Florida. Distributed to nearly 40,000 county residents each quarter.

Quarter page ad

**Value: \$500**

**Oviedo-Winter Springs Life Magazine**- has grown to more than 60 pages and is also mailed to more than 20,000 homes and businesses.

Half page ad

**Value: \$1595**

**Look Local**- Advertised for the months of April - Half page in Editions 1,3,5 and Quarter page in Edition 2 May - Editions and sizes TBD, guaranteed in at least 3 Editions.

**Edition 1**

Lake Mary – 32746 (# of editions mailed to homes 13,100)

Heathrow – 32779 (1,500)

Sanford – 32771 (5,400)

**Edition 2**

Oviedo – 32765 (9,900)

Winter Springs – 32708 (6,700)

Chuluota – 32766 (3,400)

**Edition 3**

Winter Park – 32789 (5,800)

Winter Park – 32792 (4,500)

Maitland – 32751 (6,300)

Casselberry – 32707 (3,400)

**Edition 4**

Wekiva Springs – 32779 (9,400)

Altamonte – 32714 (3,800)

Altamonte – 32701 (3,100)

Longwood – 32750 (3,700)

#### **Edition 5**

DeBary – 32713 (6,200)

Orange City – 32763 (3,800)

DeLand – 32724 (10,000)

In addition to the mailed distribution, about 300 issues have been picked up by local residents in the Publix stores where we now make [Look Local](#) available.

**Value: \$1,792**

**Central Florida Lifestyle Magazine** - 60,000+ circulation per month

2 months of editorial about Central Florida's BBQ Blowout

Half page BBQ ad in May edition

**Value: \$4,101**

#### **MyCentralFloridaFamily.com**

1. A site banner on the top of each page of our website for one month prior to BBQ Blowout.
2. A badge on our weekly family and business newsletter the month prior to BBQ Blowout.
3. A dedicated email blast to 6,000+ people in our database.
4. Social posts leading up to and on the day of the event.
5. A blog post about the event at least 2 weeks before the event.

**Value: \$700**

#### **Press Releases**

##### **Media Contact List**

**Four different press releases (Feb. 19, April 2, April 22 and May 15) sent to over 200 active press contacts.**

**Calendar Listing Submissions on over 40 online calendars.**

#### **Editorial Coverage**

Central Florida Lifestyle Magazine

**Social Media promotions**

Facebook, Twitter, Instagram posts daily

**Newsletters**- chamber newsletter promotions for over 3 months prior to the event with a weekly distribution list of over 2,500

**Slider** on [www.oviedowintersprings.org](http://www.oviedowintersprings.org) 3 months prior to event

**Flyers**- over 300 flyers posted in businesses around the area

**My Chamber App** mobile calendar promotions for 3 months prior to event