



Sponsors Benefit From Promotional Plan's 865,000 Impressions!

Tropical Daze is a family-oriented, weekend festival, geared towards attracting residents to come by and relax, as we provide continuous entertainment from 10am to 6pm both days. Admission is free, and we will announce this event through several media vehicles to maximize exposure for our sponsors! And, of course, your sponsorship will place you in front of an anticipated crowd of 7,500 visitors.

Tropical Daze Promotional Plan

<u>Television (TWC)</u> – 300 TV ad spots on 16 cable networks for Conejo Valley	Impressions: 75,000
<u>Ventura County Star</u> - Four Ads Full County, Eight Ads East County	Impressions: 300,000
<u>Tropical Daze Program Guide</u> – 20,000 programs circulated in Conejo Valley	Impressions: 50,000
<u>Radio (TBD)</u> – 100 Sixty-second Radio Spots	Impressions: 50,000
<u>Acorn Newspapers</u> – Two Junior Page Ads	Impressions: 50,000
<u>CRPD Summer Program Guide</u> – Quarter page ad, all households in Conejo Valley	Impressions: 50,000
<u>CRPD Concert Programs</u> – three quarter page ad distributed at other concerts	Impressions: 10,000
<u>Community Flyers & Posters</u> – Full color, distributed around the community	Impressions: 30,000
<u>CRPD Email Blasts</u> – Event information sent out to subscriber list	Impressions: 3,000
<u>OaksParent.com</u> – Complete Description & Event/Calendar Listing; home page presence	Impressions: 1,000
<u>ConejoValleyGuide.com</u> – Complete Description and Event/Calendar Listing	Impressions: 1,000
<u>Community Signs/Banners</u> – 5 High Traffic Locations for 2 Weeks, (101 Fwy. View)	Impressions: 40,000
<u>General Public Relations</u> – Press Releases, Stories, Calendar Listings, So Cal Coverage	Impressions: 200,000
<u>Social Media Marketing</u> – Search Engines, Facebook, Twitter, etc.	Impressions: 5,000

(805) 499-3412 or info@TropicalDaze.org