**The Miami County Home Show 2020 Marketing Reach.**

**This is what our show will receive from our major market media sponsor WDTN again for 2019.**

**Presenting sponsors are the focus for all radio and TV because of short air times. You will receive all of the below for only $6,000. This will also include 1 10x10 booth space if you want one. ($900 value)**

**Event sponsors will have everything the Presenting sponsors do, with their logo on all print media and logo on the final view of the TV ads.**

**Radio and TV announced will be Presenting sponsor only because of the format.**

**Event sponsors are $4,000 and include 1 10x10 space. ($900 value)**

**Every year we negotiate for better time slots depending on the activity of that year, i.e. an election year would be a less advantageous year. Below was 2019’s list, we are still working on an even better plan for 2020!**

200,000+ digital images on wdtn.com

125,000+ digital impressions on national websites geo targeted to our demographic of location and likely visitors

Other WDTN benefits include:

**Live TV on Living Dayton, WDTN Channel 2 at noon. Each *Presenting and Event sponsor* will receive their own 3 minute spot covering 5 days previous.**

Special weather mention from Brian Davis (He’s from Troy) for weekend forecast the Friday of the show

Commercials with CW star and WDTN with selected demographics for our show.

Production of 1 30second commercial

Live kick off by Zach Pitts/Living Dayton the Friday of the show.

**Campaign/partnership to reach 1,500,000 people.**

**New for 2020**, we will also do TV ads on WHIO Channel 7 with Cox Media.

We are still working on total reach numbers for 2020.

**Local Marketing and direct mail ads**

**Town Money Saver**, estimated reaches 30,000 homes

We do the “Larger Card for the fall show with the sponsor’s logos in targeted market

**Val Pak** direct home marketing mailers-40,000 homes in our targeted market

**Troy Daily News media sponsorship** which covers Huge insert in the Troy one week prior to the event with the floor layout, welcome messages from HBA and Presenting Sponsor.  Other ads placed 2 weeks prior in: Huber, Vandalia, Englewood Tipp Sidney Springfield- 50,000 homes, 100,000 readers.

**Troy Community Radio-**Appearance on the AM morning radio show and Ads **-** This blankets the entire city of Troy from the middle of Piqua south to Tipp City.  We have a partnership with the radio station and have for years.

**Live remote radio show on Saturday of the show**- 2 hours at the show on Friday and Saturday promoting the event to the listening area. One by FM 92.9, and one by Troy Community Radio.

Reach is 70,000 for the 92.9 show, and 25,000 for Troy Community Radio. .

**Signs**! - As a tradition, we do yard signs! We give free tickets to those people that put signs in their yard. We put signs in the township areas and in the rural areas in which we are allowed.

**Radio Ads**- Chosen demographics as well as prime time chosen for better results.

Hank FM Radio ads-Reach 70,000

K99.1 Radio Ads-Reach 100,000 +

WGTZ 92.9 Radio Ads- Reach 70,000

92.9 soft rock with Danielle, morning show appearance week of the show and live appearance and broadcast from Danielle during the show. (This is a 50,000 watt station with a tower in Greenville,Ohio for maximum reach for our geographic target area. We also do a live event with Dan to kick off the show!

**Ticket Give-a-ways!-** Getting tickets into the hands of qualified buyers is important to us. Our board which is a diverse group of people in the finance and building industry gives away 1000 tickets. Losing this door entrance revenue is important to get “the right” people through the door. Another 1000 tickets are given to our sponsors first, then to the vendors upon check in for their family members to come to the show.

**Digital Marketing and Social Media**!

**My Miami County Events**- We do boosts and ads with their over 15,000 followers as well as their website that receives many more visits!

**Hobart Arena-** Hobart Arena does email blasts to their over 50,000 customers and ticket buyers.

**Facebook boosts**- Multiple boosts are done months, and heavier 2 weeks before the event to promote the demos show in general and to give sneak peeks of what’s going on.  Small boosts will reach 5,000 people each (5,000x6=30,000 people view) then it also grows with post clicks and views to our website. i.e. one of our boosts featuring water features reached 13,000 views and many post clicks.

**Who fish**- Listed on their site as a local event, approximate 20,000 followers.

**Direct Geo and Demographic targeting with our larger media sponsors.**

Thousands of banner ads will show up on your phone as long as you are in our targeted areas and fall into our demographic target. It all happens in your hand!

**Organic Growth**- Multiple shares by our Home Builders association and our Miami County Home Show followers, and vendors. We ask all vendors share where they will be on their websites as well as social media. That’s x90 vendors.

We pride ourselves on almost doubling our ticket sales for 3 consecutive years!

We love our show, and we hope you are as proud to be a part of it as we are producing it!

Best Regards

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