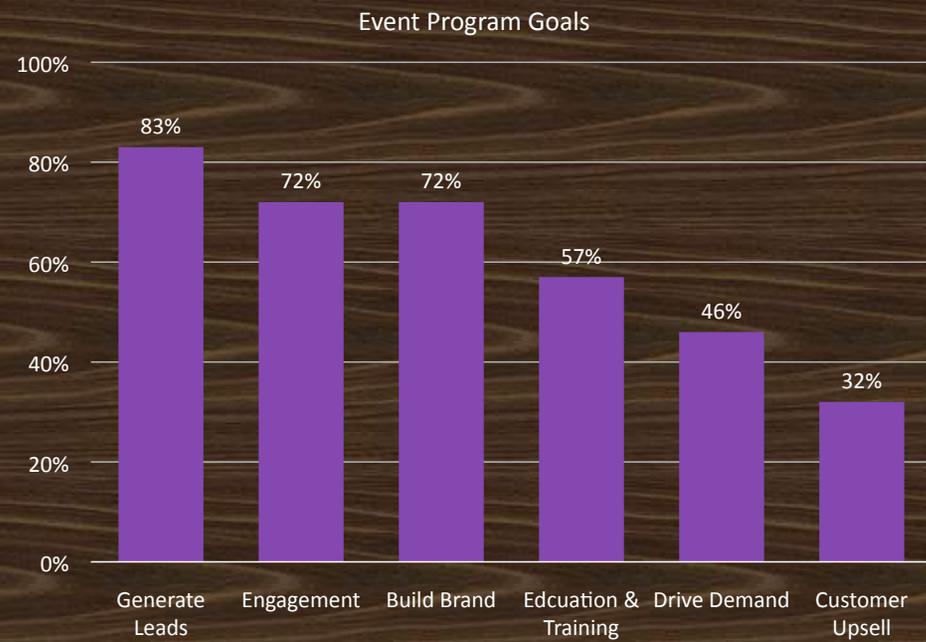


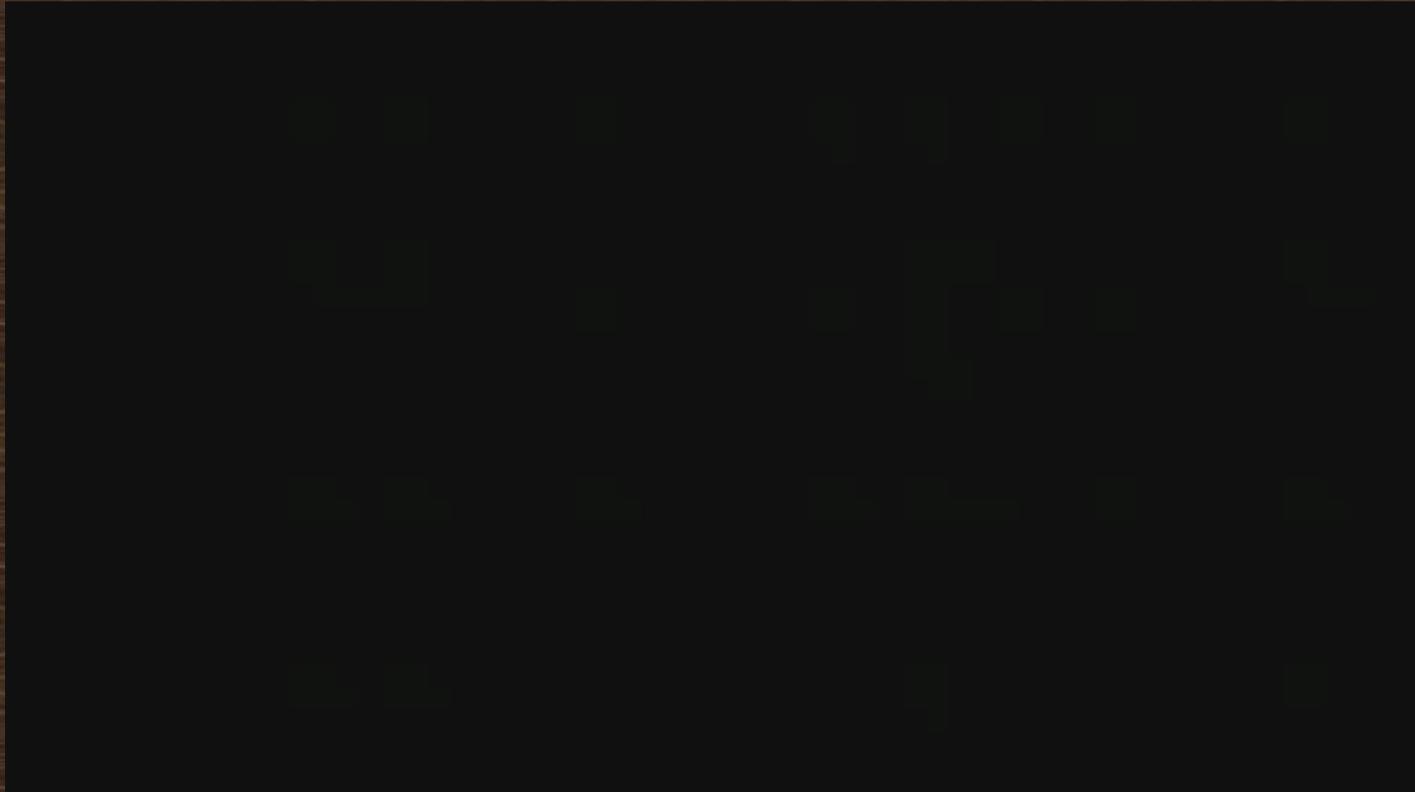
Why Event Marketing?

- Provides exposure to hundreds of potential customers within a target market
- Netting a higher return than other marketing tactics
- An organization's goal for participating in an event varies depending on their size



Source: BtoB Magazine's State of Event marketing

Ladies and Gentlemen...it's ALL ABOUT SALES!

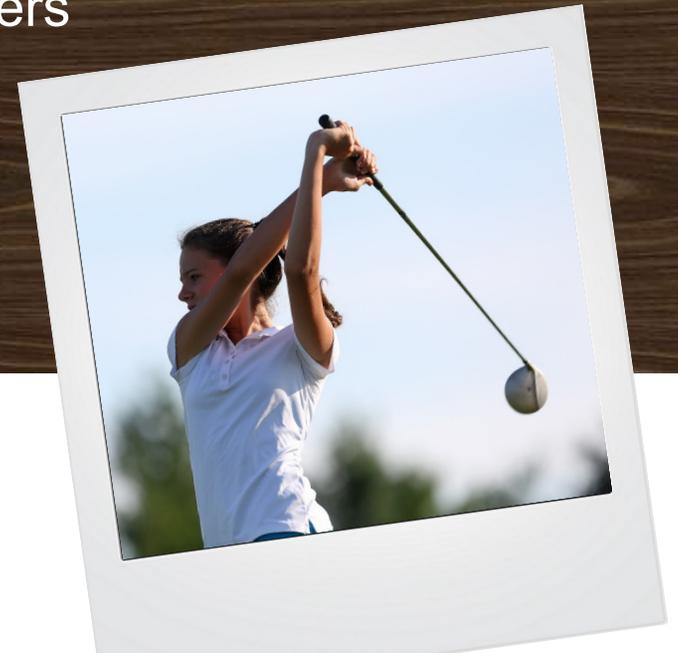
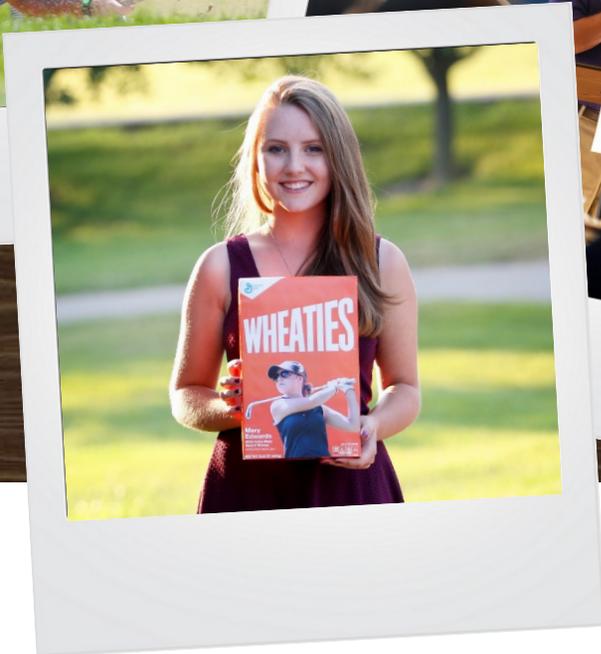
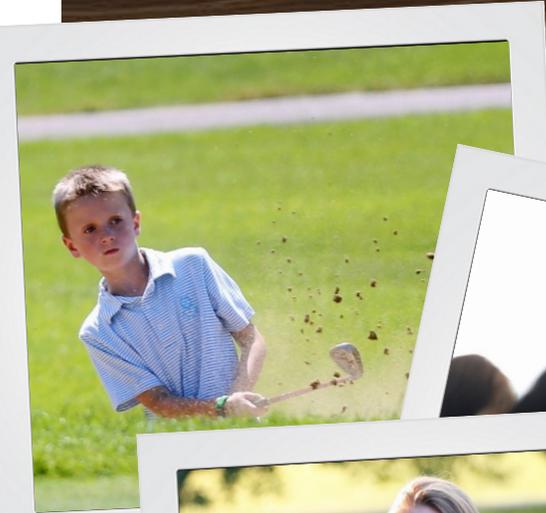


TELEGRAPH HERALD

Junior Tour



- A youth golf tournament held at Tri-state area golf courses for youth ages 7 – 16
- A “mini-tour” for ages 10 and under is also held at 7 courses
- Awards banquet is held in August to recognize tour winners



TELEGRAPH HERALD



Results

- Revenue = \$12,000
- Expenses = \$6,000
- **NET INCOME = \$6,000**

TH MEDIA

- A day filled with fun activities and insightful education geared towards individuals seeking an active lifestyle

50+ **LIVING** Expo





Results

- Revenue = \$10,000
- Expenses = \$2,500
- **NET INCOME = \$7,500**

Tri-State
Wedding
EXTRAVAGANZA

- Held in the fall
- Runway show debuting the latest bridal fashions
- Over 40 exhibitors
- 100+ brides attend



This year, a new twist...





Results

- Revenue = \$10,000
- Expenses = \$2,500
- **NET INCOME = \$7,500**



- Male-focused exhibitors, celebrity guests, and interactive fun!





Results

- Revenue = \$40,000
- Expenses = \$20,000
- **NET INCOME = \$20,000**

her Night Out

- An opportunity for our local business owners to showcase products, just in time for the holidays
- 1000 attendees out for a night of fashion, food, fun, with friends
- Keynote speaker who brings down the house!





Results

- Revenue = \$35,000
- Expenses = \$20,000
- **NET INCOME = \$15,000**

Rising star

- Annual breakfast held in September
- Individuals under 40 are recognized as leaders, mentors, and active volunteers in the community
- Keynote speaker
- Awards presentation





bizTIMES 25 *biz* years
THE STATE NEWS FOR YOUR BOTTOM LINE

Be the change
you want to
see in the WORLD
-GANDHI

MY Y STORY





Results

- Revenue = \$4,500
- Expenses = \$2,300
- NET INCOME = \$2,200
- Used to help brand our Business Times publication

TELEGRAPH HERALD

JOB FAIR

- Two job fairs are held each year, in the Spring and Fall.
- Industry specific job fair in the Spring
- Allow organizations to meet potential employees in an informal setting
- Provide job seekers a chance to explore career opportunities within a variety of companies
- 42 organizations at most recent job fair.
- Over 150 job seekers attended most recent job fair





Results

- Revenue (3 events) = \$50,000
- Expenses (3 events) = \$3,000
- **NET INCOME (3 EVENTS) = \$47,000**

A Few Thoughts...

- These events resulted in net income of \$105,000+
- We choose to do several smaller events rather than a few biggies
- Know when to hold them and when to fold them
- Don't get caught up in the "ego" of celebrities
- If you don't secure a sponsor in time to move forward with a profitable event...CANCEL IT!

Remember:
Sales is a
**CONTACT
SPORT!**

IAFF

QUESTIONS??

I hope you had a good time.

...maybe even the **TIME OF YOUR LIFE!**

LUCKYTV.NL



THANK YOU

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