



Marketing Plan Objectives

- Provide a clear, concise, focused plan to attract out-of-state, drive-in and local attendees
- Strengthen relationships with existing partners
- Offer poster selection competition to artists from all different mediums for selection of winning poster design
- Utilize elements from winning poster design to develop congruent marketing theme and campaign for event
- Utilize tent sales venues to display partner products and increase awareness of event to drive incremental sales
- Work with retail partners (Publix, Costco, Borders) on static instore displays to push event and product of partners
- Develop same method for on-premise incentive program with partners (Island Way Grill, Salt Rock Grill, Macaroni Grill, etc.) to promote awareness and drive sales
- Distribute 100,000 brochures through sponsoring companies and outlets
- Distribute 40,000 brochures throughout 1,300 outlets and locations (hotel, motel, shops & interstate welcome areas)
- Distribute 20,000 brochures through co-op programs with Chicago and Canadian Jazz Festivals (Mid June and early September)
- Develop travel marketing program around Midwest states and Canadian markets with partners (USA 3000, Hilton, etc)
- Increase internet traffic to www.clearwaterjazz.com through streaming video and music
- Develop reciprocal links with various Jazz or other music events to increase awareness
- Market event through internet websites and purchase of banner ads on specific sites