



VISIT MAMMOTH: 2019 EVENT MARKETING PLAN

Congratulations on receiving Town of Mammoth Lakes Special Event Funding for 2019. As part of your requirements as a funding recipient, we would like you to complete a basic event marketing plan. The goal of this exercise is to create a “roadmap” to reach the marketing goals you’ve set for your event. For example, your goals could be a certain number of tickets sold, a specific boost in brand or cause awareness, or you may be looking to reach a new target market. This plan is due by April 1st. Please submit to Director of Special Events, Caroline Casey at ccasey@visitmammoth.com

| 2019 MAMMOTH LAKES EVENTS MARKETING TEMPLATE | |
|--|--|
| Event Name | |
| Event Date(s) | |
| Time(s) | |
| Location(s) | |
| Event Description | |
| Marketing Goals and Objectives | <p>Please set your marketing goals for your event. To set your goals you need to think about the primary outcome you want from your event. Goals align typically with the “what” and not the “how”.</p> <ol style="list-style-type: none"> 1. 2. 3. |
| Target Markets | <input type="checkbox"/> Mammoth/June/Crowley Lake <input type="checkbox"/> 395 Corridor <input type="checkbox"/> Reno/Carson/Tahoe <input type="checkbox"/> Los Angeles/OC/SD <input type="checkbox"/> Sacramento/Bay Area <input type="checkbox"/> Out of State |

| | |
|------------------------|--|
| Target Audience | People: <input type="checkbox"/> Couples <input type="checkbox"/> Singles <input type="checkbox"/> Empty Nesters <input type="checkbox"/> Families <input type="checkbox"/> Other: <input type="checkbox"/> Everyone |
| | Age Group(s): <input type="checkbox"/> Under 18 <input type="checkbox"/> 18-29 years <input type="checkbox"/> 30-39 years <input type="checkbox"/> 40-54 years <input type="checkbox"/> 55+ |
| | Event Segment(s): <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| | Arts/Culture/ History Sports/Health/ Wellness Music/Festival/ Celebration Educational Family Environment |
| | Other audience information: |
| Event Brand | Describe your event brand. What message are you trying to deliver to our potential event participants about your event? |

Marketing Channels/Platforms

What are you currently utilizing or plan to utilize as marketing channels/platforms for your event?

- Event Website
- Event Mobile App
- Landing Page on Existing Business Website
- Facebook Event Specific Page
- Facebook Event created on Existing Business Page
- Facebook Promoted Event Posts
Target market(s) _____
- Facebook Advertising
Target market(s) _____
- Instagram promoted posts
Target market(s) _____
- Instagram Stories
- Twitter sponsored
Target market(s) _____
- Twitter Organic
- Brochure/Rack Cards/Posters
Markets distributed(s) _____
- Local Radio ads/promotions
- Out of market Radio ads/promotions
Target market(s) _____
- Local Print
- Regional/National Print
Target markets(s) _____
- Local TV
- Regional/National TV
Target markets(s) _____
- Billboard/OOH
- Local Banners/Signage
- SEM
- Digital Display ads
Target market(s) _____
- Sponsors/Partners
- Earned Media (PR)
- Utilizing Third Party Event Listings
- Other: _____

Marketing Budget

What is your planned marketing budget for your event for 2019?

Total Marketing Budget:

Breakdown of Estimated Spend Per Marketing Medium (e.g. Facebook Boosted Posts, Local Print Ads):

| | |
|---------------------------|--|
| Tracking | How do you plan to track your ROI on your marketing spend? Examples could include Google Analytics, Website Monitoring, Facebook Boosted Posts Performance Reports, Event Ticket Sales, Event Revenue/Attendance. |
| Marketing Timeline | We suggest that you utilize a marketing timeline template to help keep you on track. Click here to download a template. |