

Determine how many people average (past 5 year) per event total (#) that are participants, spectators, pit crew, etc.

List of venues to static display cars (i.e., Dimond Center, Northway Mall, Car Shows, etc.)

List of questions generated for the people that were previously in charge of this area of expertise

Work with Ed to get together a list of requirements from advertisers, what we want them to do for us, whether it be products or money.

Celebrity car

Club Advertisers

What means will we have available for advertisers at events

Tents

Booths

Banners

What content for advertisers do we want in the ASCC: Fur Rondy edition program

Create a proposal letter/package deal & strategy for talking to potential advertisers for advertising with the club

Need to speak with original group of people who handled this before we can determine what kind of letter/package deal to create

TJ, Ed, Nick S., Garrett, Amanda

Determine how many people average (past 5 year) per event total (#) that are participants, spectators, pit crew, etc.

7,000 – 8,000 per day (average)

has reached up to 15,000 per day in past

what will more advertising do? Pull in 3–5,000 additional a day

Rondy – 8,000 + 2,000 a day

Parade – 25,000

Car Show – Dimond Center (need to ask mall management) 50,000 day,

Toys 4 Tots

Car Show – 5th Ave Mall, 5,000 day x 3 day

Hockey Game – 8,000 x 3 day (need to ask management)

Tech Inspection – 1,000 people

Ice Racing – 500 people

Underground Performance – 20,000 day (verify with Kent)

Show & Shine –

Tanacross – 200 people / event

160,000 people, total approx

Radio/TV spots – will retrieve number in future

Visual

Radio

Personal contact

List of venues to static display cars (i.e., Dimond Center, Northway Mall, Car Shows, etc.)

Will always be in front of someone's eyes and never under-cover. – minimum of 30 days, 20,000 people per day

\*\*\* month before Rondy have car finished, Feb 1st approx

List of questions generated for the people that were previously in charge of this area of expertise

How did the Fur Rondy books get to the public, how many were printed?

Start with an online edition w/ no advertising – track downloads/page clicks to see if worth going with a print version next year

What was the strategy to get event sponsors before?

We want something to offer to small business, and guarantee we can get into public's email

Could become a ASCC yearly club guide

Coupons

Club schedule

Other club info

Proceeds to benefit charities

Requirements from Advertisers:

"you can make us a banner, we will make sure you have a banner spot. It is optional."

raffle free items