



Bay Area Arts Marketing, Inc.  
584 Castro Street #473  
San Francisco, California, 94114  
415.710.4114  
BAArtsMarketing@gmail.com  
www.BayAreaArtsMarketing.com

## **Proposal: Marketing Campaign 2019**

### *Lake Tahoe Dance Festival*

- Campaign Outline
- Company Profile

## **Campaign Outline**

BAAM proposes the following options for the 2019 Lake Tahoe Dance Festival marketing campaign:

### Phase 1

Budget \$5,000

Markets: San Francisco, Lake Tahoe area, Sacramento, Los Angeles, Reno

Objective for Phase 1 is to build on the existing content creation and distribution through the immediate Lake Tahoe area, and expand covered in targeted media markets throughout California.

- Existing media in Tahoe area publications
- Print space in the San Francisco Ballet program publication Encore
- Online calendar placement in regional markets
- Distribution of print media to local SF locations/ dance studios

### Phase 2

Budget \$15,000

Markets: San Francisco, Reno, Los Angeles, Napa

The objective for Phase 2 is expanded saturation of Phase 1 markets, including Southern California, Lake Tahoe, Reno.

- Encore programs at Berkeley Rep (Kiss My Aztec! 5/28 -7/14) and Cal Shakes (Midsummer Night's Dream 5/22-6/9)
- Print space in one of the following: SF Weekly, LA Mag, News Review
- Sponsored Instagram post, tuned to targeted market
- Radio ad, SF KQED, Sacramento KXJZ
- Creation of Banner Ads for sites listed with online events calendars
- Expanded engagement of press for article placement, Los Angeles and Napa Valley coverage

## **Company Profile**

As a local company, BAAM brings intimate knowledge of local markets to all of our campaigns. We understand the needs and challenges of Bay Area-based arts groups because we have attended your performances, spoken with the area's patrons, and worked with a wide variety of arts groups in the area. By executing scalable campaigns, BAAM provides a regional expertise and insight to all our collaborations. Because we are local, we are also able to provide our clients with a personal and dedicated relationship. We look forward to collaborating with Lake Tahoe Dance Festival in augmenting the 2019 events.