

Overview and Description

During the months of October 2018 – June 2019, The Abbi Agency will work with the BACC to promote shopping-specific events via North Lake Tahoe channels. A series of 6 – 8 events will be specified, one per each region in North Lake Tahoe, for promotion.

Target Audience

Shopping-specific events will be promoted to in-market visitors to North Lake Tahoe year-round.

Promotion Tactics – Overarching

In order to promote the shopping events from a holistic level, The Abbi Agency will execute a number of tactics year-round:

- Development and distribution of one (1) annual press release promoting “North Lake Tahoe as a Shopping Destination” and providing information on each featured event
- One quarterly regional shopping-specific pitch to publications around upcoming events
- One shopping toolkit, providing visuals, key messages and sample social posts around shopping as a theme and each event

Promotion Tactics – Per Event

For the 6 – 8 events selected, the North Lake Tahoe Resort Association will support with the following tactics:

6 – 8 local events will be identified as shopping-centric, including Made in Tahoe, Get S’mores Saturdays, and others. Each event will be promoted with a specific campaign plan, including:

- Inclusion in press release and quarterly pitches (see above)
- Providing list of 5 – 10 local/regional event calendars to each event producer
- Event promotional posts via North Lake Tahoe social media channels 2-4 times in the weeks leading up to the event or throughout event timeframe, boosted to an audience of in-market visitors
- Real-time promotion leading up to and/or during the event, including one (1) Facebook/Instagram Live broadcast, Instagram Stories, or social media giveaway via Facebook, Instagram or Twitter
- Inclusion of event in relevant blog posts and newsletters from North Lake Tahoe

Budget – Event Promotion

Project	Cost
Overarching Event Promotion	\$1,000
Per-event Promotion (\$500 per event)	\$4,000
TOTAL	\$5,000

Approvals

[Amber Burke, Events and Communications, North Lake Tahoe Resort Association] (Sign/Date)

[Ty Whitaker, CEO, The Abbi Agency]

(Sign/Date)