

**Detailed Event Description** - Corvette Invasion is the largest Corvette only car Show in Texas that brings in Corvette owners and enthusiasts from all over the US, and North America.

**Describe how funds will be used** – Funds will be used to promote and advertise the event through as many marketing avenues as we are able to utilize. Our plan this year is to use TV, paid social media, printed media (posters, flyers, business cards, etc...) and word of mouth. As of right now we do not have the actual costs of these items.

**Marketing Plan** – This event will be advertised through local tv commercials and other media outreach. We will also promote the event throughout the state with attendance at local events. Some of the attended events will be in other states, so that will lengthen our reach. We will also use social media to promote the event on not just a national level, but also an international level. We will have many forms of printed media that we will use to promote not just Corvette Invasion, but also Visit Bastrop. (Posters, flyers, business cards, etc...)

We will be working with Visit Bastrop to set up room blocks and will use post event reports from the host hotels. We will also have designated questions pertaining to where people plan to stay on our attendee pre-registration form.

Our ability to measure the ROI will be as in year's past. We will work to make sure that the show is sold out and that as many people as possible are staying in the local hotels and using the many venues in Bastrop. As we are limited on the space available to us, it also limits us on growing the event.

Through tv, radio, word of mouth, event attendance, and social media advertising, which will all promote Visit Bastrop, our goal is to bring as many registered attendees to Bastrop for the entirety of the weekend, and also, bring in the general public to Bastrop for the event.

Our target audience will be every Corvette owner in North America, along with car show enthusiasts from all over. We expect to have registered attendees from not just the US, but also from Mexico and Canada.