

PROPOSAL

January 2025

Event Marketing for GMTA Grant Events



Objective:

Maintain a consistent and effective marketing strategy for events receiving GMTA Event Grants, maximizing Mauston's visibility in key markets. Increase community awareness for GMTA grant opportunities to gain more event marketing opportunities showcasing Mauston as a premier event destination.

Strategy:

- Create a Google Ad Campaign for each sponsored event in targeted markets
 - Madison, Minneapolis, and the Chicago Area
- Place ads in print & digital news media in targeted markets
 - Madison
 - Capitol Times print ad to run 3 times before the event
 - Minnesota
 - Place the event onto the Minnesota Star Tribune calendar
 - Extra promotion of the event on their calendar website for 12 days
 - Digital billboard of the event per Star Tribune recommendations
 - Chicago
 - Chicago Sun-Times 1/4 page ad ran one time
- Create social media posts for GMTA's channels to promote the event
- Post the event on GMTA's digital sign
- Marketing GMTA and GMTA Event Grants
 - Purchase "sponsored in part by GMTA" signs to be included at sponsored events.
 - Manage digital content for GMTA's portable digital sign if it is appropriate to have it at the event. (sign that was purchased for ATV show booth)
 - Produce a special calendar of events flyer with additional things to do and places to go, to be available at the event

Jessica Bilski



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Signs for at events

\$600.00

- Indoor sign with brochure holders for the calendar of events flyer
- Outdoor sign to insert into the ground near the event



Project Management of signs

\$405.00

- Design and order signs

Event Marketing package

1,874.68/event

- Google Ad up to \$250
- Minnesota Star Tribune calendar, plus 12 days of promotion \$479.99
- Minnesota Digital Billboard \$179.99
- Madison Capitol Times \$465
- Chicago Sun-Times \$500

Project Management for Event Marketing

\$1600.00/per event

- Design and place ads
- Create a unique calendar of events flyer for at the event

Signature:

Date:

Printed Name:

Signature:

Date:

Printed Name: Jessica Bilski



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