



Tropical Daze Promotional Plan - 1 Million Impressions!

Television – 10 cable networks

- Verizon Fios
- Time Warner Cable

Print Advertising

- Ventura County Star
- Acorn Newspapers

Tropical Daze Program Guide

- 20,000 printed
- Wrap around in Sunday edition of Ventura County Star

Greater Conejo Valley Chamber of Commerce

- Conejo Business Times ads and editorial
- Monthly mailings full color flyers

Conejo Recreation & Park District

- Ad placed in Spring Program – 52,000 printed and mailed
- Ad placed in all summer concert program guides
- Announcements made at major CRPD events
- Email blasts to subscribers

Flyers, Posters, Signs, Banners

- Throughout community
- 5 high traffic locations for two weeks

Website presence on TropicalDaze.org

- Home page presence
- Separate page opportunities for sponsors
- Links available for sponsors

Social Media Marketing

- Search Engines
- Facebook, Twitter, etc.

Public Relations

- Press releases, stories, calendar listings
- Southern California coverage
- AAA Westways Magazine