

# ADVERTISING BUDGET FOR PLANET ICE

The following budget is a strategy guide for promotion and advertising not including trade or other cross promotions that may be able to occur without cash outlay.

PRINT: 35%

Includes weekly advertising in the Tribune-Democrat and a minimum of monthly in the Shopper. It also includes the miscellaneous ads we would want to place in High School news papers.

RADIO: 20%

This would be used in lump sums, two to three times per year at strategic times. Late August / early September for the start of our league and school season, over Christmas break, and an optional beginning of summer run to boost public sessions, spring leagues, and group sales.

TELEVISION: 20%

This would coincide with the radio schedule. The focus would be the same as well.

SIGNAGE: 15%

Placing your logo around town on billboards, sports arena advertising, shopping areas and other high traffic locations.

“OTHER”: 10%

This is a category of funds that allows us to take advantage of now unforeseen opportunities that may arise during the year. If it goes unused through the first parts of the year, we can use it to boost our budgets in the other categories.

This is my idea for the first year. It is my belief that once the facility gets a little older and the novelty wears thin, we may want to increase the overall budgets in all categories.

## PROMOTIONS BUDGET

A separate amount should be designated for use as promotional funding. It can be used to fund special projects, events, giveaways, and/or other promotions that we would want to make ourselves a part of as in

decorating the old Zamboni for use in parades. Some items, like decorations, will be a one time cost if they are properly cared for and stored when not in use.

**HOLIDY DECORATIONS:** 15%

The facility will need to participate in the theme of the various annual holidays so decorations for these will have to be purchased. These can be stored for use year after year. You may want to add a few dollars worth of new stock each year to keep things looking new.

**GIVEAWAYS:** 25%

Hats, shirts, pens, patches, key chains, and other items designed for promotional giveaway with the arena logo. These items can be used for sales tools, V.I.P. guests, as throw outs at parades, sporting events, or any other public gathering. I prefer a shirt because it promotes to others when worn.

**SCHOOL FUNCTIONS:** 5%

I have found it beneficial to provide D.J. services to schools during pep rallies and other functions as the individual school permit. The equipment is readily available (in the D.J. booth) so the setup costs are minimal. A banner is displayed and the D.J. announces that the Emcee services are provided by the facility.

**ANNUAL FACILITY EVENTS:** 30%

Each year you may want to celebrate the facility's anniversary, a seasonal ice show, benefits to help non-profit organizations or other larger promotions that will take some funding to host. Some of these may be ticketed events that have immediate return on investment, some may be promotions.

**PRINTING:** 20%

Any printing that would be related to a particular promotion or advertisement.

**DONATIONS:** less than 5%

Donations to local charities and non-profit organizations very rarely takes the form of cash. Usually it would be facility time, public session passes or reduced ice time rates for fund raiser type skating.