

Special Event Marketing Plan 2018

Each year, the Parks Department hosts several special events designed to increase visitor attendance and provide unique ways for Santa Clara County residents to enjoy the county park system. This Marketing Plan, created with consultation from Fortune2, is designed to solicit non-cash contributions from private entities.

Special Event Program Goals

The goal of the County Parks and Recreation Department is to meet the needs of a diverse customer base while managing the Parks System in a fiscally sustainable manner. In-kind sponsorship of Special Events is a way to reduce costs of event production, reach new customers, expand the Department's network and visibility in the community, and acquire resources to incentivize participation.

Objectives and Strategies

1. Reduce costs associated with special event production and promotion through in-kind contributions of advertising, promotion and contest prizes.
 - a. Secure expansive, unpaid advertising and promotion of events across the geography and demography of Santa Clara County
 - i. Secure editorial coverage with at least three (3) local media outlets
 - ii. Develop cross promotional campaigns with at least five (5) media outlets and two (2) corporate sponsors
 - iii. Outreach to at least two (2) local media outlets targeting diverse and economically-challenged audiences
 - b. Secure contest prizes from third parties who will adhere to the County's commitment to deliver quality programs and services to County residents.
2. Increase attendance in County Parks
 - a. Host at least two (2) family-friendly social media games to encourage activity in multiple parks
 - i. E.g. Parks for Life Challenge
 - b. Host at least two (2) programs designed to attract atypical park users
 - i. E.g. Plein Air painting competition
 - c. Leverage special event marketing and promotion to increase Department website visitation by 3%
3. Educate public about the health benefits of activities in parks
 - a. Partner with at least four (4) health and/or recreation organizations (e.g. Public Health, outdoor recreation industry)
 - i. E.g. Hellyer Amazing Race
 - b. Promote content on at least two (2) social media channels promoting health benefits of time spent outdoors in nature.
 - i. E.g. Parks Rx Day

DEVELOPMENT OF MARKETING PLAN

The following conforms to the requirements of California Government Code Section 26109 et seq, and Santa Clara County Ordinance A-36:

1. Identify Marketing and Licensing opportunities

Working with a qualified licencing agent the Department has created this Special Event Marketing Plan. Each special event will offer recognition to sponsors in exchange for free event promotion and contest prizes. Media and prize sponsors may be recognized with a sponsor sign or banner at events, and placement of sponsor logo on event programs, event collateral (e.g. t-shirts), County Parks' website and event flyers.

2. Outline a Method of Evaluating Revenue Potential of proposed contracts and future revenue impacts

There is no expected impact on future revenue potential. Once an event concludes, the potential is reached. The Department will take advantage of audience attendance at events to build awareness of other park resources by including promotional briefs in the event programs and in digital communications, and on-site outreach.

3. Establish Procedures for Comparing the Revenue Potential of Alternative Contracts

This procedure is not applicable due to the lack of cash solicitation in this marketing plan and special events program.

4. Identify Opportunities to Attract Advertisers with Messages Promoting Products and Services that Assist in Implementing the County's Policy in Sustainability

Parks special events are designed to build community, increase awareness of the County's natural resources, and encourage residents to use parks for health and well-being. All special events are accessible. The department will frame solicitation to encourage response from entities that share the County's commitment to sustainability.

5. Identify Opportunities to Attract Advertisers Promoting Products and Services that Meet or Exceed the County's Environmental Purchasing Policy Goals

Not applicable to the events.

6. Provide Procedures for Auditing Licensee's Performance

Not applicable to the events.

7. Provide Outreach to Public Agencies for Advertising of Public Service Messages

The Department is working continuously with County Public Health to leverage Park's events to help disseminate key messaging of public health tips in all event materials as space allows.

8. Ensure that the County's Property will continue to be used for County Messages

The Department will continue to offer other County departments an opportunity to include public service messages in brochures, Parks website and social sites where space is available.

9. Detail Long/Short Term Revenue Goals

There are no revenue goals for this marketing plan. The goal is to develop partnerships with commercial, nonprofit and public entities where the entity contributes something of value (i.e. advertising, movie tickets, contest prizes, t-shirts, outdoor recreation products and services) in exchange for acknowledgment in special event promotion materials.

MARKETING PLAN GOALS

1. The **Parks for Life Challenge** is a social media game that encourages individuals, groups and families to get outside and engage in healthy activities in our 50,000 acre park system. Teams of 2 to 3 players sign up, and then choose to participate in outdoor adventures in any one of our 28 regional parks and document their adventures by posting photos or videos on social media sites to compete for prizes.

The Parks for Life Challenge will run from April through July, 2018.

Goal: Obtain at least three (3) sponsors donate advertising and prizes for contest completion.

Sponsorship Acknowledgement opportunities

- Logo in promotional materials (print, web)

2. **Pix in Parks** runs from January 8th through November 30th, 2018. Participants visit seven designated trails, take photos of themselves and using the hashtag #PixInParks post to social media. Once an individual completes all seven trails they are eligible to receive a Parks-branded t-shirt.

Pix in Parks runs from January 8th through November 30th, 2018

Goal: Obtain from a single major sponsor donated t-shirts as prizes for contest completion in exchange for acknowledgement (logo) in promotional material, Parks' website and social media posting.

Sponsorship Acknowledgement opportunities

- Logo in promotional materials (print, web)
- Logo on t-shirts (prize for completion)

3. **The Hellyer Amazing Race** replaces the Department's annual Festival in the Park. Teams of three or more people race against each other to complete challenges and games, and learn outdoor skills along the way. Winning teams are awarded prizes. NOTE: The Hellyer Amazing Race is in no way affiliated with, sponsored by or associated with any other programs, races or contests having the same or similar name.

The Hellyer Amazing Race will take place during the month of June 2018.

Goal:

Obtain at least three (3) sponsors donate advertising, t-shirts and prizes for contest completion.

Sponsorship Acknowledgement opportunities

- Logo in promotional materials (print, web)
- Logo on t-shirts (prize for completion)

4. **The Plein Air** seeks to reach a new audience for parks. This contest of outdoor painting skill will display winners at the Martial Cottle Harvest Festival. Winning entries are awarded prizes.

Plein Air will occur September to October 2018

Goal: Obtain four (4) sponsors to donate advertising to promote the event and prizes for contest winners.

Sponsorship Acknowledgement opportunities

- Logo in promotional materials (print, web)

5. Fantasy of Lights at Vasona Lake County Park in Los Gatos is a themed holiday light display that visitors can enjoy from their car in a 20 to 30-minute drive-through show or on foot during the walk-through weekend. The Event is a cherished holiday tradition attracting over 100,000 visitors and nearly 25,000 vehicles from all over the bay area.

Fantasy of Lights is unique among our special events due to an extensive public relations campaign drawing the attention of bay area media to augment marketing efforts through an in-kind advertising program. Media sponsors play an integral role in delivering Event ads to reach the diverse population of the bay area. The exact opening and closing dates for the 2018 Event are still to be determined.

Fantasy of Lights will fall between December 1st and December 31st.

Goal: Sign a minimum of four (4) media sponsors to secure an in-kind advertising campaign that targets the diverse populations living within the Bay Area.

Sponsorship Acknowledgement opportunities

- Parks will include sponsor logo in promotional materials (print, web)
- Parks will provide one promotional sign for each sponsor at event