

# BIG BOOK OF

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# EVENTS

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# INTRODUCTION

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As news media companies across Pennsylvania identify new opportunities to generate revenue for their organizations, many have found success by organizing marketing events in their local communities. From a large-scale business expo to a more intimate luncheon honoring high-achieving students, Pennsylvania's newspapers have capitalized on their strengths by finding yet another meaningful and lucrative way to connect with their readers.

Several of our members have shared their community event experiences with us, and we are pleased to pass those along to you. We hope they serve as an inspiration for you to launch your own special event in your marketplace.

We would like to extend our gratitude to the following Pennsylvania newspapers for sharing their valuable experiences with us:

*Altoona Mirror*

*Beaver County Times*

*Bucks County Courier Times* (Levittown)/*The Intelligencer* (Doylestown)

*Daily American* (Somerset)

*Erie Times-News*

*GantDaily.com* (Clearfield)

*Intelligencer Journal/Lancaster New Era*

*Jewish Exponent* (Philadelphia)

*Observer-Reporter* (Washington)

*Philadelphia Weekly*

*Pittsburgh Tribune-Review*

*Press Enterprise* (Bloomsburg)

*Reading Eagle*

*South Philly Review*

*The Almanac* (McMurray)

*The Express* (Lock Haven)

*The Forest City News*

*The Herald* (Sharon)

*The Legal Intelligencer* (Philadelphia)

*The Morning Call* (Allentown)

*The Philadelphia Tribune*

*The Record-Argus* (Greenville)

*The Republican-Herald* (Pottsville)

*The Sentinel* (Lewistown)

*The Times News* (Lehighton)

*The Times-Tribune* (Scranton)

*The Tribune-Democrat* (Johnstown)



# BRIDAL

## **Bridal Expo**

*The Sentinel*  
(Lewistown)

## **Bridal Fair**

*Press Enterprise*  
(Bloomsburg)

## **Bridal Show**

*Reading Eagle*

## **Bridal Showcase**

*The Tribune-Democrat*  
(Johnstown)

## **Bucks County Bridal Expo**

*Bucks County Courier Times/  
The Intelligencer*  
(Levittown/Doylestown)

## **Perfect Match**

*Bucks County Courier Times/  
The Intelligencer*  
(Levittown/Doylestown)

## **Times Bridal Fair**

*Beaver County Times/  
Allegheny Times*  
(Beaver)

Brides today are spending a lot of money on their weddings. A recent study conducted by TheKnot.com and WeddingChannel.com concluded that the average wedding will cost \$28,427. Approximately 1 in 8 brides (13%) are spending more than \$40,000 on their nuptials, and nearly 1 in 4 (23%) didn't even have a budget.

December is the most popular month to get engaged, and June and September are the most popular months in which to get married. The average length of an engagement is fourteen months.

A survey conducted by TheWeddingReport.com revealed that 40% of engaged couples rely on wedding/bridal shows and events to help them plan their wedding.

Capitalize on the excitement of holiday-season engagements by holding your bridal show in January or February, and be sure to include activities for bridesmaids, mother-of-the-bride/groom and other close family members and friends to increase attendance and ticket sale revenue.

Contact the following sponsor categories to secure revenue for your bridal event – they are sure to say “I do.”

- Apartment complexes
- Bachelor/Bachelorette party facilities
- Bakeries
- Banks
- Bridal boutiques
- Caterers
- Day spas
- Destination wedding resorts
- Disc jockeys
- Florists
- Furniture stores
- Houses of worship
- Housing builders
- Invitation retailers
- Jewelry stores
- Limousine companies
- Party entertainers
- Real estate agents
- Reception bands
- Reception halls
- Shoe stores
- Travel agents
- Tuxedo rental companies
- Videographers
- Wedding event planners
- Wedding photographers

## BRIDAL EXPO

*The Sentinel* (Lewistown)

- Sponsor:** Bridal shop
- Target audience:** Women 18 and above
- Date:** February
- Planning:** 9 months
- Cost of attendance:** No charge
- Attendance:** 101 - 200
- Cost to host event:** Under \$1,000
- Covered by sponsorships:** 100%
- Net profit:** \$2,500 - \$5,000
- Staffing:** 6 - 10 newspaper employees
- How promoted:** House print and website ads, radio, online, Facebook, Twitter



## BRIDAL FAIR

*Press Enterprise* (Bloomsburg)

- Target audience:** Engaged couples
- Date:** February
- Planning:** 5 months
- Cost of attendance:** \$1 - \$10
- Attendance:** 401 - 500
- Cost to host event:** \$1,000 - \$2,500
- Covered by sponsorships:** 0%
- Net profit:** \$10,000 - \$15,000 plus revenue from ad sales in bridal booklet
- Staffing:** 1 - 5 newspaper employees
- How promoted:** House print and website ads, online, Facebook
- Revenue opportunity:** Charge for vendor space and require participants to place an ad in the bridal booklet and provide a door prize.
- Tip:** Location should have separate space for two different fashion shows and a designated area for bridal vendors. Door prize giveaway should be done at the conclusion of the event to help retain the audience. Pre-sell set number of tickets to drive early sales and avoid overcrowding at the event. Do not permit children under the age of 8 to avoid distraction and strollers.





# BRIDAL SHOW

*Reading Eagle*

**Sponsors:** Travel agencies, bridal dress shops, reception facilities

**Target audience:** Engaged couples

**Date:** Fall

**Planning:** 6 months

**Cost of attendance:** No charge

**Attendance:** 301 - 400

**Net profit:** \$10,000 - \$15,000

**Staffing:** 1 - 5 newspaper employees

**How promoted:** House print and website ads, radio

2nd annual  
*fall*  
**Bridal Event**  
at the *chateau* TENT  
GREEN VALLEY COUNTRY CLUB  
by **VIVA**  
150 Green Valley Road,  
Sinking Spring, PA 19608

**Sunday, October 20  
1:00 - 4:00 pm**

Come out & spend the afternoon if you're planning a wedding or any celebration!

- AAA Travel
- Abraham Lincoln - a Wyndham Hotel
- Bildt Light & Sound
- Berkshire Travel
- CD Entertainment Djs
- Cake & Fare by Country Fare Restaurant
- Celebrations DJ & Photography
- Christa's Memorable Cakes
- Closer to the Sun Tanning
- Golden Oaks Golf Club
- Holiday Inn Morgantown
- In House Global
- Majik DJ Entertainment
- Martin Miller Photography
- Neium AD
- Age Defying Treatment
- Party Mantez Productions
- Photography by McDonough
- Reading Eagle Company
- Reading Rentals
- Sherry's Lakeside Floral Designs
- Silpada Jewelry Designs
- Sorrelli
- Sweethearts Bridal
- Taste Buds on the Avenue
- The Party People
- Thaxx Hair Artistry
- Victorian Bridal Salon
- Viva Catering!
- Green Valley Country Club

**WORKSHOP** in the Clubhouse  
2:30 p.m. HOW TO ORGANIZE YOUR WEDDING  
RECEPTION presented by **Bob Tier, The Party People**

**BRIDAL FASHION SHOW** in the Ballroom  
3:30 p.m. by **Victorian BRIDAL SALON**

Presented by **READING EAGLE**

Hair and Make Up by **Thaxx Hair Artistry**

- Free Admission • Door Prizes
- Food & Beverages Available For Purchase

Pre-register at [www.gettingmarriedinberks.com](http://www.gettingmarriedinberks.com)

**VIVA catering**

# BRIDAL SHOWCASE

*The Tribune-Democrat (Johnstown)*

**Sponsors:** Bridal service providers

**Target audience:** Women 25 - 34

**Date:** January

**Planning:** 6 months

**Cost of attendance:** \$1 - \$10

**Attendance:** 401 - 500

**Cost to host event:** \$2,500 - \$5,000

**Covered by sponsorships:** 0%

**Net profit:** Over \$25,000

**Staffing:** 11 - 15 newspaper employees

**How promoted:** House print and website ads, radio, online, mobile, Facebook, other social media

**Tip:** Promote event through social media since target audience is heavy user. Including a free gift with admission cost will increase attendance at event.

**BRIDAL**  
JANUARY 20, 2013

**SHOWCASE 2013**

SUNDAY, JANUARY 27, 2013  
NOON - 3:00 PM AT  
FRANK J. PASQUERELLA  
CONFERENCE CENTER

FASHION SHOW: 3:00 - 4:00 PM

The Tribune-Democrat JOHNSTOWN  
[www.tribunedemocrat.com/bridalshowcase](http://www.tribunedemocrat.com/bridalshowcase)

## BUCKS COUNTY BRIDAL EXPO

*Bucks County Courier Times (Levittown)/The Intelligencer (Doylestown)*

**Event:** Organized with banquet facility

**Sponsors:** More than 15 - including wedding service providers

**Target audience:** Adults 18 and above

**Date:** February

**Planning:** 6 months

**Cost of attendance:** \$1 - \$10

**Attendance:** 1,501 - 2,000

**Staffing:** 11 - 15, combination of newspaper employees/temporary workers

**How promoted:** House print and website ads, Facebook, Twitter



## PERFECT MATCH

*Bucks County Courier Times (Levittown)/The Intelligencer (Doylestown)*

Engaged couples posted stories about their relationships online and readers were asked to vote for their favorites. Finalists were invited to participate in a "Dating Game" like contest at a local venue to determine who would win the grand prize wedding package including reception location, photographer, florist and more.

**Event:** Organized with local banquet facility

**Sponsors:** More than 15 including wedding product and service providers

**Target audience:** Adults 18 and above

**Date:** Spring

**Planning:** 3 months

**Cost of attendance:** No charge

**Attendance:** 201 - 300

**Staffing:** 6 - 10 newspaper employees

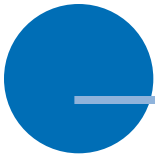
**How promoted:** House print and website ads, Facebook, Twitter

**Vote for us by this Sunday,  
April 28<sup>th</sup> at Midnight!**

We want to become one of six couples that will compete to win a \$12,000 wedding package at the Warrington Country Club on Thursday, May 9th.

 **the Perfect  
Match Game**

**The Intelligencer**



# TIMES BRIDAL FAIR

*Beaver County Times/Allegheny Times (Beaver)*

**Sponsors:** Bridal shops, photographers, caterers

**Target audience:** Women 25 - 34

**Date:** January

**Planning:** 6 months

**Cost of attendance:** \$1 - \$10

**Attendance:** 601 - 700

**Cost to host event:** \$5,000 - \$7,500

**Covered by sponsorships:** 31% - 40%

**Net profit:** \$7,500 - \$10,000

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print and website ads, Facebook, Twitter, guerilla marketing



# BUSINESS

## **Bucks County Forty Under 40**

*Bucks County Courier Times/  
The Intelligencer  
(Levittown/Doylestown)*

## **Commitment to Erie Awards**

*Erie Times-News*

### **Diversity**

*The Legal Intelligencer  
(Philadelphia)*

### **The Farm/City Unity Awards Event**

*Reading Eagle*

## **Lawyers on the Fast Track**

*The Legal Intelligencer  
(Philadelphia)*

## **Managing Partners Breakfast**

*The Legal Intelligencer  
(Philadelphia)*

### **Philadelphia's Most Influential African Americans Reception and Awards Program**

*The Philadelphia Tribune*

## **Reimagining Main Street Seminar Series**

Digital Division of the  
*Observer-Reporter  
(Washington)*

### **Smart Marketing Wise Investment Seminar**

*Pittsburgh Tribune-Review*

## **Women Achieving Luncheon**

*The Philadelphia Tribune*

### **Women in Law**

*The Legal Intelligencer  
(Philadelphia)*

A business-themed marketing event allows business executives and companies in your community to be recognized and honored for their commitment to business growth, professional excellence and community service. Potential themes include:

- Best Places to Work Awards
- Forty under 40 Awards
- Fastest Growing Companies Awards
- Thirty under Thirty Awards
- Business of the Year Awards
- Women of Influence
- Entrepreneurship Conference
- Celebrating Inclusion in the Workplace
- Business Expo
- Outstanding Directors Awards

Boost your bottom line by securing vendors and sponsors for your event. These could include:

- Accounting firms
- Auto dealers
- Business clothing retailers
- Cable/Internet providers
- Caterers
- Community banks
- Computer hardware/software companies
- Credit unions
- Energy companies
- Healthcare companies
- Hotels
- Investment companies
- Law firms
- Office supply stores
- Phone service providers
- Restaurants

## BUCKS COUNTY FORTY UNDER 40

*Bucks County Courier Times (Levittown)/The Intelligencer (Doylestown)*

Celebrating Bucks County's successful, dynamic men and women, under age 40, who shine in the workplace and community.

**Event:** Organized with banquet facility

**Sponsors:** 4

**Target Audience:** Adults 25 - 34

**Date:** October

**Planning:** 3 months

**Cost of attendance:** \$31 - \$40

**Attendance:** 201 - 300

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print and website ads, Facebook, Twitter



## COMMITMENT TO ERIE AWARDS

*Erie Times-News*

Honors local companies, both large and small, whose stories might not otherwise be known. They are businesses that are working to create jobs, support local charities, and stay local by choosing to work with other Erie businesses.

**Sponsors:** 12 – including technology, insurance, cable, beverage, healthcare, electronics, entertainment and non-profit organizations

**Target Audience:** Adults 35 - 44

**Date:** Fall

**Planning:** 10 months

**Cost of attendance:** \$50 - \$100

**Attendance:** 301 - 400

**Cost to host event:** \$15,000 - \$20,000

**Covered by sponsorships:** 100%

**Net profit:** Over \$25,000

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print and website ads, billboards and online

ERIE'S BUSINESS COMMUNITY IS FULL OF STORIES

Presented by  
**TIME WARNER CABLE Business Class®**

Through the Commitment to Erie Awards, the Erie Times-News honored Erie County employers for their commitments to their customers, employees and the region at a banquet last night.

**E** Commitment to Erie BUSINESS AWARDS  
[www.GoErie.com/CTEawards](http://www.GoErie.com/CTEawards)

**CONGRATULATIONS TO LAST NIGHT'S WINNERS!**

|   |   |
|---|---|
| Commitment to Erie AWARD - Over 50 Employees  | Lord Corp.                                |
| Commitment to Erie AWARD - Under 50 Employees | Lincoln Recycling                         |
| Workplace of the Year - Under 50 Employees    | Seifert's Furniture                       |
| Workplace of the Year - Over 50 Employees     | FMC Technologies                          |
| Community Service - Under 50 Employees        | Harley-Davidson of Erie                   |
| Community Service - Over 50 Employees         | Barber National Institute                 |
| Non Profit of the Year                        | United Way of Erie County                 |
| Legacy Award                                  | Nick Scott Sr. of Scott Enterprises, Inc. |
| New Business Award                            | Frankie & May Fresh Grocer                |

Thank You to Our Sponsors

**TIME WARNER CABLE Business Class®**

## DIVERSITY

### *The Legal Intelligencer* (Philadelphia)

Honors diverse professionals who have achieved distinction among their peers in the legal community. Articles and a roundtable discussion of key diversity issues are featured.

**Sponsors:** 3 – including legal vendors and law firms

**Target Audience:** Adults 45 - 54

**Cost of attendance:** More than \$100

**How promoted:** House print ads and online



## THE FARM/CITY UNITY AWARDS EVENT

### *The Reading Eagle*

Acknowledges the outstanding efforts of individuals and companies who have been instrumental in bridging two predominant business sectors in Berks County, the agriculture/farming industry and the local commerce community.

**Sponsors:** 10

**Date:** July

YOU'RE INVITED

# FarmCITY

UNITY AWARDS MIXER

presented by Reading Eagle's two newest weekly publications,  
*Berks Country and Business Weekly.*

This event will acknowledge the outstanding efforts of individuals and companies who have been instrumental in bridging two business sectors in Berks County, the agriculture/farming industry and the local commerce community.

**Because of your involvement and support within these sectors, we invite you to join us in recognizing the recipients of this year's awards:**

**Wednesday, July 31, 2013**  
**Penn State Berks, Perkins Building**  
Tulpehocken Road, Reading

**Refreshments/Buffer 5:30 pm**  
**Awards Presentation 7:00 pm**

To reserve your **complimentary admission tickets**  
contact Beverly Boyer at [bboyer@readingeagle.com](mailto:bboyer@readingeagle.com)

Please reserve your tickets for this event by Friday, July 19th. Additional tickets are available for purchase.

**Berks Country** **READING EAGLE** **BUSINESS WEEKLY**

## LAWYERS ON THE FAST TRACK

*The Legal Intelligencer* (Philadelphia)

This annual event highlights the next generation of Pennsylvania attorneys, those who are already making an impact on the legal community and will only grow in stature as they advance in their careers.

**Sponsors:** 3 – including legal vendors and law firms

**Target Audience:** Adults 35 - 44

**Date:** Winter

**Cost of attendance:** More than \$100

**How promoted:** House print ads, online, mobile, Facebook, Twitter, other social media



## MANAGING PARTNERS BREAKFAST

*The Legal Intelligencer* (Philadelphia)

Held in both Philadelphia and Pittsburgh, this event gathers the region's law firm leaders for a networking and information session filled with useful business intelligence.

**Sponsors:** 3 – including legal vendors and law firms

**Target Audience:** Adults 45 - 54

**Cost of attendance:** More than \$100

**How promoted:** House print ads and online



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## PHILADELPHIA'S MOST INFLUENTIAL AFRICAN AMERICANS RECEPTION AND AWARDS PROGRAM

*The Philadelphia Tribune*

Honors Philadelphia's Most Influential African Americans, including elected officials, education leaders, businesspersons, community activists and labor leaders. It's an opportunity to acknowledge and recognize men and women who make a difference in our community and who have historically been denied that same opportunity.

**Date:** September

**Attendance:** 401 - 500



## REIMAGINE MAIN STREET SEMINAR SERIES

Digital Division of the *Observer-Reporter* (Washington)

Educational seminars highlighting the use and application of social media for business are offered to local organizations.

**Sponsors:** Self-sponsored

**Target Audience:** Business owners/professionals

**Date:** November

**Planning:** 2 months

**Cost of attendance:** No charge

**Attendance:** 120

**Cost to host event:** Under \$1,000

**Net profit:** 20 new clients

**How promoted:** House print ads, online and social media



## SMART MARKETING/WISE INVESTMENT SEMINAR

*Pittsburgh Tribune-Review*

A free seminar that provides direction as to the most effective way to use direct mail to get your message into the hands of your target audience; a discussion on the use of digital, electronic, print and social media with a focus on what the best mix would be for your company's success.

**Event:** Done in conjunction with a local Chamber of Commerce

**Target Audience:** Adults 18 and above

**Date:** Winter

**Planning:** 6 months

**Cost of attendance:** No charge

**Attendance:** 1 - 25

**Cost to host event:** Under \$1,000

**Covered by sponsorships:** 0%

**Net profit:** Under \$1,000

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print ads, house website ads, direct mail, Facebook and guerilla marketing

The flyer features a central graphic of a person placing a puzzle piece into a larger, colorful path of puzzle pieces. Text on the flyer includes:

- Free Seminar!**
- Putting the Pieces Together!**
- How to Effectively use a Media Mix and Get More Customers**
- We will help you become more familiar with:*
- New Digital Options And How Combining Digital With Traditional Sources Is A Powerful Tool To Increase Sales**
- Date: Thursday, January 24, 2013**
- Time: 9:30 - 3:30 PM**
- Allegany Valley Chamber of Commerce**  
1 Acee Drive, Suite 2 - Natrona Heights, PA 15065  
Lunch will be served. Seats are limited.  
RSVP by January 18, 2013. Call: 724.226.7700
- Win a Free Marketing Package!**  
Attend the seminar and enter your business name in the drawing for a FREE Marketing Package. Valued at \$499.
- Sponsored by: TRIB TOTAL MEDIA, TRIB LIVE, and other logos.



## WOMEN ACHIEVING LUNCHEON

*The Philadelphia Tribune*

The Philadelphia Tribune's Women Achieving Luncheon, formerly known as the "Women on the Move" luncheon, salutes African-American women and the achievements they have made in corporate America.

**Date:** May

**Attendance:** 201 - 300



## WOMEN IN LAW

*The Legal Intelligencer (Philadelphia)*

Recognizes the most accomplished and influential women in the Pennsylvania legal community and provides helpful tools, career advice and a roundtable discussion focusing on the challenges women face in today's marketplace.

**Sponsors:** 3 – including legal vendors and law firms

**Target Audience:** Adults 45 - 54

**Cost of attendance:** More than \$100

**How promoted:** House print ads and online



# COMMUNITY

**Christopher J. Perry/Carter  
G. Woodson Black History  
Luncheon**

*The Philadelphia Tribune*

**Flyfest**

*Intelligencer Journal/  
Lancaster New Era*

**Forest City Area  
Distinguished Citizen Awards**

*The Forest City News*

**Indoor Yard Sale**

*Daily American  
(Somerset)*

**NIE Used Book Sale**

*The Republican-Herald  
(Pottstown)*

**Outstanding  
Young Citizen Awards**

*Pittsburgh Tribune-Review*

**PA Oktoberfest**

*The Times-Tribune  
(Scranton)*

**Purse Auction**

*Observer-Reporter  
(Washington)*

**Times Tower Lighting  
Holiday Event**

*The Times-Tribune  
(Scranton)*

In addition to reaching readers by reporting the news, news media organizations also connect with their readership via community engagement. What better way to engage your community than with a community-based event? From block parties to used book sales, events that bring the community together are a win-win for newspapers. Community events give your organization an opportunity to connect with both readers and non-readers.

Community-focused event vendors and sponsors may include:

- Attorneys
- Banks/Credit unions
- Beverage distributors
- Car dealerships
- Chambers of Commerce
- Colleges/Universities
- Community groups
- Event and expo centers
- Grocery stores
- Human service organizations
- Libraries
- Local government agencies
- Local media outlets
- Local politicians/Elected officials
- Local restaurants and retailers
- Non-profit organizations
- Visitors bureau

# CHRISTOPHER J. PERRY/CARTER G. WOODSON BLACK HISTORY LUNCHEON

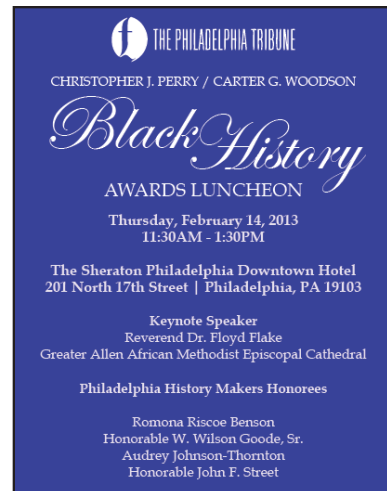
*The Philadelphia Tribune*

Annual learning experience and networking opportunity for more than 350 guests; an informative program covering key points in Philadelphia's African-American history.

**Event:** Organized alone

**Date:** February

**Attendance:** 350+



# FLYFEST

*Intelligencer Journal/Lancaster New Era*

A downtown block party in Lancaster City complete with live music, entertainment, games, food and drink.

**Event:** Organized alone; sponsorships and vendor booths provide revenue

**Sponsors:** 6 – including auto dealers, beverage distributors, yellow cab and media

**Target Audience:** Adults 18 and above

**Date:** August

**Planning:** One year

**Cost of attendance:** \$11 - \$20

**Cost to host event:** \$20,000 - \$25,000

**Covered by sponsorships:** 81% - 90%

**Net profit:** \$7,500 - \$10,000

**Staffing:** 16 - 20 newspaper employees

**How promoted:** House print and website ads, radio, online, Facebook and Twitter



## FOREST CITY AREA DISTINGUISHED CITIZEN AWARDS

*The Forest City News*

A group comprised of the heads of local civic groups and governmental bodies (usually 12 people) convene to vote on candidates nominated for the Forest City Area Distinguished Citizen Awards. They are to be honored for their lifetime contributions to our communities and, for former residents, for their contributions to their professions and “to making this world a better place in which to live.” The winners are then presented with plaques and other citations at the town’s annual community festival.

**Event:** In association with Greater Forest City Business Alliance

**Sponsors:** 5 – including local major businesses

**Target Audience:** Adults 55 and above

**Date:** Summer

**Planning:** 3 months

**Cost of attendance:** No charge

**Attendance:** 76 - 100

**Cost to host event:** Under \$1,000

**Covered by sponsorships:** 100%

**Net profit:** Under \$1,000

**Staffing:** 1 - 5 newspaper employees

**How promoted:** House print ads



## INDOOR YARD SALE

*Daily American (Somerset)*

An indoor yard sale held at a local high school featuring more than 30 vendors selling a wide variety of items.

**Event:** Organized alone

**Target Audience:** Adults 18 and above

**Date:** March

**Planning:** 3 months

**Cost of Attendance:** No charge

**Attendance:** 101 - 200

**Cost to host event:** Under \$1,000

**Net profit:** \$1,000 - \$2,500

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print ads and house website ads

INDOOR YARD SALE  
SPONSORED BY THE DAILY AMERICAN  
SATURDAY  
MARCH 16 IN THE SOMERSET HIGH SCHOOL CAFETERIA  
FREE ADMISSION • FREE PARKING  
DOORS OPEN TO THE PUBLIC AT 8 AM SHARP  
OVER 30 VENDORS HAVE SIGNED UP  
HERE'S JUST SOME OF WHAT YOU'LL FIND:  
Vintage collectibles, vintage clothing,  
household items, Snowbuddies, milk glass,  
framed mosaic foam pictures, books, pies,  
donuts, cinnamon rolls, cookies, gobs,  
homemade candy, DVD's, Avon, antiques,  
knickknacks, silk flowers, jewelry, locally  
grown pickled beets, BBQ sauce, pasta sauce,  
pumpkin butter in jars, golf balls, crocheted

## NIE USED BOOK SALE

*The Republican-Herald (Pottstown)*

A multi-day book sale wherein book lovers can purchase used books and other media items of all categories at low prices. Books are donated by newspaper readers or donated by a professional book buyer. Funds go to the newspaper's NIE program. Newspaper employees and volunteers collect, sort, display and sell used books.

**Date:** August

**Planning:** 5 months

**Cost of attendance:** No charge

**Net profit:** Over \$25,000

**Staffing:** 11 - 15 newspaper employees

**How promoted:** House print and website ads, radio, mobile and Facebook



## OUTSTANDING YOUNG CITIZEN AWARDS

*Pittsburgh Tribune-Review*

Annual awards program that recognizes the achievements of local middle and high school students in Western Pennsylvania. These outstanding young citizens are nominated based on their character, academic achievements and community service work. Nominated students attend an awards banquet, where 10 students are awarded with the Outstanding Young Citizen's Gold Medals.

**Event:** Organized solely by Trib Total Media, Inc.

**Sponsors:** 1 – college/university

**Target Audience:** Families with school-age children

**Date:** Spring

**Planning:** One year

**Cost of attendance:** No charge

**Attendance:** 501 - 600

**Cost to host event:** Over \$25,000

**Covered by sponsorships:** 1% - 10%

**Net profit:** Under \$1,000

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print and website ads and guerilla marketing



## PA OKTOBERFEST

*The Times-Tribune* (Scranton)

Pennsylvania's largest Oktoberfest, held in September at Mohegan Sun at Pocono Downs. Three days of food, entertainment, and of course, beer.

**Event:** PA Oktoberfest held in conjunction with Mohegan Sun at Pocono Downs

**Sponsors:** 7 – including local beer distributors and car dealerships

**Target Audience:** Adults 45 - 54

**Date:** Fall

**Planning:** One year

**Cost of attendance:** \$1 - \$10

**Attendance:** More than 2,500

**Cost to host event:** Over \$25,000

**Covered by sponsorships:** 11% - 20%

**Net profit:** Over \$25,000

**Staffing:** 1 - 5 newspaper employees

**How promoted:** House print and website ads, radio, billboards, online, mobile, Facebook and Twitter



## PURSE AUCTION

*Observer-Reporter* (Washington)

The proceeds from the auction benefit “No Place to Call Home” in support of the homeless in Washington and Greene counties, Pa.

**Sponsors:** Local retailers and community members

**Target Audience:** Women 25 - 54

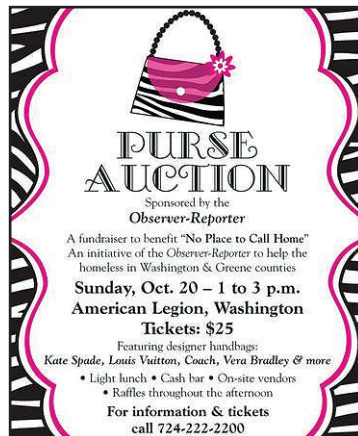
**Date:** October

**Planning:** 3 months

**Cost of attendance:** \$25

**Attendance:** 200

**How promoted:** House print ads, online, social media



# TIMES TOWER LIGHTING HOLIDAY EVENT

*The Times-Tribune* (Scranton)

Annual holiday season event during which the radio tower is set aglow with strands of multi-colored Christmas lights. The event includes music, food and fireworks.

**Event:** Organized alone

**Sponsors:** 5 – including local attorneys, banks and car dealerships

**Target Audience:** Families with school-age children

**Date:** Winter

**Planning:** 3 months

**Cost of attendance:** No charge

**Attendance:** 2,000 - 2,500

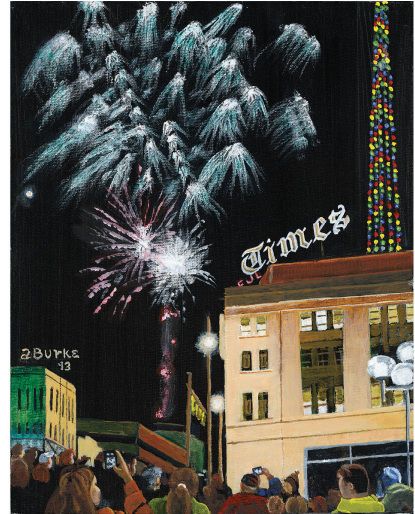
**Cost to host event:** \$5,000 - \$7,500

**Covered by sponsorships:** 81% - 90%

**Net profit:** \$1,000 - \$2,500

**Staffing:** 1 - 5 newspaper employees

**How promoted:** House website ads, radio, billboards, online, mobile, Facebook and Twitter



A SCRANTON TIMES CHRISTMAS

SCRANTON, PENNSYLVANIA  
ACRYLIC: © 2013 AUSTIN J. BURKE

DESIGN: JOHN F. MALDONADO PRINTING: RECIPIENT PRINTED SPECIALTIES & PANEL PRINTS

# EMPLOYMENT

## **Career Expo**

*Observer-Reporter*  
(Washington)

## **Career Fair**

*Erie Times-News*

The unemployment rate in Pennsylvania has been hovering around the 8% mark for the past couple of years, indicating that there are many people across the state looking for a job. Hosting an employment event allows you to connect with a large number of local and regional businesses in your market area and gives your publication valuable exposure to those in attendance.

Consider including sponsored informational sessions at your event to help job-seekers better prepare themselves for securing an offer of employment. Topics may include:

- Writing a winning resume
- Preparing for an interview
- Professional networking
- Planning for a career change
- Getting the training you need
- Dressing for success

The list of potential sponsors for an employment-related event is virtually limitless; however, these are the most popular categories of business that participate in these events:

- Accounting services
- Amusement/Theme parks
- Architectural services
- Armed Forces
- Auto dealerships
- Banks
- Builders
- Casinos
- Caterers
- Colleges
- Data processing services
- Day care services
- Delis
- Department stores
- Dieticians
- Electricians
- Employment agencies
- Engineering firms
- Grocery stores
- Health insurance companies
- Heating and cooling dealers
- Hospitals
- Hospitality organizations
- Laboratories
- Landscaping/Lawn services
- Manufacturing facilities
- Mobile/Wireless communications retailers
- Non-profit organizations
- Plumbing contractors
- Restaurants
- Retailers



## CAREER EXPO

*Observer-Reporter* (Washington)

Job-seekers meet employers from growing industries, including Oil & Gas, Energy, Healthcare, Financial, Insurance, Trucking, Food & Restaurant, Manufacturing, Human Services, Environmental, and more.

**Event:** Organized alone

**Sponsors:** 35

**Target audience:** Adults 18 and above, HR Recruiters

**Date:** Spring and Fall

**Planning:** 1 month

**Cost of attendance:** No charge to attendees, various sponsorship levels for vendors

**Attendance:** 400

**Cost to host event:** \$1,001 - \$2,500

**Covered by sponsorships:** 100%

**Net profit:** \$1,001 - \$2,500

**How promoted:** House print ads, online, social media



## CAREER FAIR

*Erie Times-News*

The region's largest career fair offering free admission, free parking, resume coaching and the opportunity to connect face-to-face with over 80 local employers and educators.

**Event:** Organized alone

**Sponsors:** 8 – including employment, technology, health system, business system and transportation companies

**Target audience:** Adults 18 and above

**Date:** Summer

**Planning:** 10 months

**Cost of attendance:** No charge

**Attendance:** 2,001 - 2,500

**Cost to host event:** Over \$25,000

**Covered by sponsorships:** 21% - 30%

**Net profit:** Over \$25,000

**Staffing:** 11 - 15 newspaper employees

**How promoted:** House print and website ads, cable, radio, billboards, online, Facebook



# FAMILY

## **Baby, Toddler and Kids Expo**

*Intelligencer Journal/  
Lancaster New Era*

## **Central PA Pet Expo**

*Altoona Mirror*

## **Kids Expo**

*Erie Times-News*

## **Super Hero Day**

*Altoona Mirror*

## **Times Prom and Graduation Show**

*Beaver County Times  
(Beaver)*

Whether you're the parent of a tyke toddling through the house or someone who's preparing their high school student to leave the nest, a family-focused marketing event gives parents and their children the opportunity to engage in activities, and with businesses, that can help educate and prepare them for whatever is next.

Family-focused event vendors and sponsors may include:

- Agility trainers
- Animal hospitals
- Animal rescue organizations
- Animal shelters
- Baby/Toddler activity centers
- Bakeries
- Banks
- Beauty schools
- Birthday party venues
- Candy shops
- Caterers
- Card shops/Stationary stores
- Colleges
- Cosmetics stores
- Cupcake/Cookie bakers
- Day care centers
- Day spas
- Diaper services
- Dog day care centers
- Dog parks
- Dog trainers
- Event facilities
- Financial planners
- Florists
- Framing stores
- Hair salons
- Home party representatives
- Jewelry stores
- Kennels
- Kennel Clubs
- Limousine services
- Meal preparation companies
- Musicians/Disc jockeys
- Nail salons
- Nursing schools
- Party entertainers
- Party supply stores
- Pediatricians
- Pediatric dentists
- Personalization/Engraving stores
- Pet groomers
- Pet obedience schools
- Pet supply stores and retailers
- Pet therapists
- Private lesson providers
- Prom dress shops
- Recreational activities facilities
- Rental centers
- Technology schools
- Toy stores
- Travel agents
- Tuxedo rental companies
- Veterinarians

# BABY, TODDLER AND KIDS EXPO

*Intelligencer Journal/Lancaster New Era*

Providing plenty of kid-friendly fun including face painting, nail painting, a visit by some alpacas, a rodeo race featuring foot-powered ride-on horses, a diaper derby and a kids' fitness area, plus special appearances by Barney, Angelina Ballerina and a ventriloquist.

**Event:** Organized alone

**Sponsors:** 5 - including healthcare systems, auto dealer, Chicco and media partners

**Target Audience:** Families with infants and toddlers

**Date:** Spring

**Planning:** One year

**Cost of attendance:** \$1 - \$10

**Attendance:** More than 2,500

**Cost to host event:** \$20,000 - \$25,000

**Covered by sponsorships:** 41% - 50%

**Net profit:** Over \$25,000

**Staffing:** More than 25 newspaper employees

**How promoted:** House print and website ads, broadcast television, cable, radio, online, Facebook, Twitter



# CENTRAL PA PET EXPO

*Altoona Mirror*

A fun day for the whole family filled with pet education, demonstrations, contests, exhibits, pet vendors, animal rescue groups and special guest appearances

**Event:** Organized alone; uses one floor of a local convention center for one day

**Sponsors:** 3 - including national chain pet stores (Petco), local kennel club and pet product retailers

**Target Audience:** Adults 35 - 44

**Date:** October

**Planning:** One year

**Cost of attendance:** \$1 - \$10

**Attendance:** More than 2,500

**Cost to host event:** \$5,000 - \$7,500

**Covered by sponsorships:** 11% - 20%

**Net profit:** \$5,000 - \$7,500

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print and website ads, cable, radio, billboards, online, mobile, Facebook and Twitter



## KIDS EXPO

*Erie Times-News*

Parents and children can visit with exhibitors to learn more about everything from nutrition to summer camps, and enjoy lots of fun activities and a free bounce zone.

**Event:** Organized alone but received help with the character appearances from local public media company

**Sponsors:** 2 – including the YMCA and WQLN

**Target Audience:** Women 25 - 34

**Date:** Spring

**Planning:** 6 months

**Cost of attendance:** No charge

**Attendance:** More than 2,500

**Cost to host event:** \$2,500 - \$5,000

**Covered by sponsorships:** 100%

**Net profit:** \$2,500 - \$5,000

**Staffing:** 1 - 5 newspaper employees

**How promoted:** House print and website ads, billboards, online, Facebook



**KIDS EXPO 2013**

Sunday, April 7  
10 a.m. - 4 p.m.  
Ambassador Center

**Be a Vendor at this Unique Event.**

Get new customers and say hello to your current clients at this fun, active and free event for families. Kids of all ages will enjoy the third annual Kids' Expo at Ambassador Center, Peach Street and I-90, on Sunday, April 7. There will be meet and greets with their favorite characters, including Curious George, Clifford, Arthur and real life heroes from the Military, Police and Fire Departments. Your business can be there to provide information, products and services for families to have fun, live healthier, and reach educational goals.

The Expo is free and open to the public from 10 a.m. until 4 p.m.

Reach lucrative target markets for your business - including women ages 25-45 - through this unique local event.

**Booth packages start at just \$675**

Booth space is limited. Please call Steve at 814-270-1650 today to reserve your booth.

Another great event brought to you by the **Erie Times-News** **GOERIE.COM**

## SUPER HERO DAY

*Altoona Mirror*

Children dress as their favorite super hero and enjoy games and activities, including an obstacle course, bounce house, and parade along with visits from Batman, Superman, the Green Lantern, local firefighters, policemen and military service personnel.

**Event:** Organized alone – held at convention center

**Sponsors:** 3 – including local retailers and social service groups

**Target Audience:** Adults 25 - 34

**Date:** Spring

**Planning:** 6 months

**Cost of attendance:** \$1 - \$10

**Attendance:** 1,001 - 1,500

**Cost to host event:** \$2,500 - \$5,000

**Covered by sponsorships:** 41% - 50%

**Net profit:** \$5,000 - \$7,500

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print and website ads, cable, radio, billboards, online, mobile, Facebook, Twitter



# TIMES PROM & GRADUATION SHOW

*Beaver County Times* (Beaver)

One-stop shopping for high school students and their parents, featuring hot new prom fashions modeled by area high school students and everything needed for a great graduation celebration. Ticket holders can donate their gently used prom dresses to Cinderella's Closet and receive a certificate for \$50 off a new prom dress.

**Sponsors:** 3 – including dress shops, limousine services and caterers

**Target Audience:** Adults 18 and above

**Date:** January

**Planning:** 6 months

**Cost of attendance:** \$1 - \$10

**Attendance:** 401 - 500

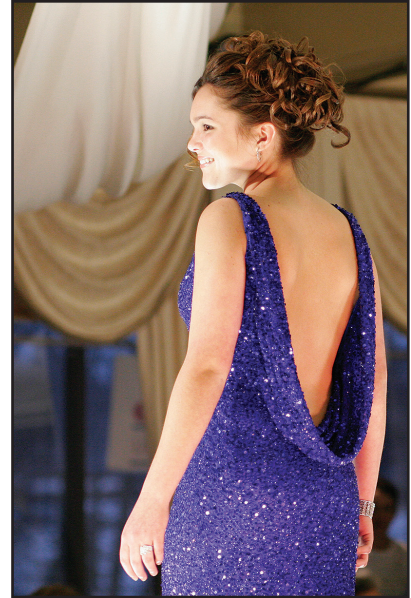
**Cost to host event:** \$5,000 - \$7,500

**Covered by sponsorships:** 21% - 30%

**Net profit:** \$5,000 - \$7,500

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print and website ads, Facebook, Twitter, guerilla marketing, promotion at local high schools



# FOOD AND DRINK

## **Electric City Craft BrewFest**

*The Times-Tribune*  
(Scranton)

## **Erie Cooks!**

*Erie Times-News*

## **Fall Harvest Cooking Show**

*The Express*  
(Lock Haven)

## **Food & Spirits Festival**

*Intelligencer Journal/  
Lancaster New Era*

## **Pizza Olympics**

*South Philly Review*

## **Taste of Home Cooking School**

*Intelligencer Journal/  
Lancaster New Era*

## **Taste of Home Cooking School**

*The Sentinel*  
(Lewistown)

## **Taste of the Alleghenies**

*Altoona Mirror*

## **Taste of Philly**

*Philadelphia Weekly*

## **Times Fall Expo and Taste of Home Cooking Show**

*Beaver County Times*  
(Beaver)

Spending time with family and friends was at the top of the list for adults who were asked what they liked to do best in their leisure time, according to Bear Stearns' exclusive leisure trends survey, and dining or having drinks together is a popular way in which to do so.

Twenty-nine percent of American adults said they will cut spending in other places in order to dine out, according to a Harris Interactive study.

Alcohol consumption is also robust. A Morningstar analysis found that Americans have developed a taste for a wider variety of spirits, rather than just the mainstream bottles. Popular television shows like HBO's "Sex and the City" helped rekindle the cocktail culture. Increased competition from alcoholic beverages, like fine wines, vodka, cocktails and whiskey, have nipped at beer's popularity. While light beers are among the hardest hit, craft and imported beers appear to be bucking that trend.

What type of event can your newspaper launch to cater to this audience? The possibilities are endless for options that will allow participants to eat, drink and be merry!

The following sponsor categories are sure to come to the party:

- Appliance stores
- Bakeries
- Bars
- Beer distributors
- Caterers
- Coffee shops
- Cookie/Cupcake baker
- Cooking schools
- Delis
- Dieticians
- Furniture stores
- Grocery stores
- Home party representatives
- Hospitals
- Housewares stores
- Ice cream shops
- Kitchen supply stores
- Night clubs
- Party supply centers
- Personal chefs
- Rental centers
- Restaurants
- Specialty food stores
- Take out restaurants
- Taxi services
- Wine and liquor stores
- Wineries
- Women's apparel stores

# ELECTRIC CITY CRAFT BREWFEST

*The Times-Tribune* (Scranton)

Sample some of the nation's best craft beers, including locally brewed favorites, as well as food tastings from local restaurants. Attend sessions offered by Beer School including "Beer for the Wine Snob," "Puckering Up to Sour Beers," and home brewing workshops. For safety, a discounted designated-driver pass is available, local hotels offer special rates to festival-goers, and cab companies are on standby.

**Event:** Organized in conjunction with The Scranton Cultural Center

**Sponsors:** 5 – including local beer distributors and car dealerships

**Target audience:** Adults 25 - 34

**Date:** Spring

**Planning:** 6 months

**Cost of attendance:** \$31 - \$40

**Attendance:** 1,501 - 2,000

**Cost to host event:** Over \$25,000

**Covered by sponsorships:** 11% - 20%

**Net profit:** \$10,000 - \$15,000

**Staffing:** 1 - 5 newspaper employees

**How promoted:** House print and website ads, cable, radio, billboards, online, mobile, Facebook, Twitter, guerilla marketing

**ELECTRIC CITY CRAFT BREWFEST**  
**FALL/WINTER SESSION**  
 Saturday, November 16<sup>th</sup>

|   |   |  |
|---|---|--|
| <b>VIP SESSION</b><br>FROM NOON TO 1 PM                           | <b>GA SESSION A</b><br>FROM 1 TO 4:30 PM                      | <b>GA SESSION B</b><br>FROM 5:30 TO 9 PM |
| <b>VIP SESSION \$50</b><br>ALSO INCLUDES GA SESSION A (Limit 250) | <b>GENERAL ADMISSION \$30</b><br>GA SESSION A or GA SESSION B |  |

**INCLUDES:**  
 EXCLUSIVE PRE-EVENT HINTS TO THE BREWERS, SPECIAL LIMITED RELEASE BREW SAMPLES, FREE HOPS O'BUVIES & A SPECIAL GIFT. PLUS: EG BREW FEST SAMPLING GLASS, BOTTLED WATER AND OVER 60 CRAFT BEER SAMPLES.

**INCLUDES:**  
 ADMISSION, EG BREW FEST SAMPLING GLASS, BOTTLED WATER AND OVER 60 CRAFT BEER SAMPLES.

**DAY OF EVENT**  
 GA SESSION (A or B) \$40

**To Purchase Tickets go to:** [ecbrewfest.com](http://ecbrewfest.com) or drop by the Mohegan Sun at Pocono Downs Box Office

# ERIE COOKS!

*Erie Times-News*

A new event in partnership with Dash (PARADE Magazine). This entertaining live cooking show will feature Executive Chef Jon Ashton who will showcase simple, fast and delicious meals during a 90-minute cooking demonstration. A variety of vendors round out the expo event.

**Event:** Organized booth expo alone but Dash organizes the live cooking show

**Sponsors:** 1 – Culinary Institute

**Target audience:** Women 35 - 44

**Date:** November

**Planning:** One year

**Cost of attendance:** \$1 - \$10

**Attendance:** TBD

**Staffing:** 1 - 5 newspaper employees

**How promoted:** House print and website ads, billboards, online, Facebook

**Erie Cooks!**

Friday, November 8<sup>th</sup> at the Bayfront Convention Center.

Expo Event 5:00 - 7:30 p.m.  
 Cooking Show with Chef Jon Ashton 7:30 - 9:00 p.m.

**\$10 before 10/31**  
**\$15 after 10/31**  
**\$25 for VIP\*\***  
(only 100 available @ 9 p.m.)

VIP ticket holders include a meet and greet with Chef Jon Ashton prior to the expo at 4 p.m. The VIP event includes light appetizers and beverages.

Box Office purchase located in the Erie Insurance Arena. Hours are Monday-Friday 10AM - 5:30 PM, and Saturday 10 AM - 2 PM.

When purchasing in person at the Box Office there are no additional fees. Tickets can also be purchased by calling the Arena Box office (814) 452-4857, or by logging on to [www.erieevents.com](http://www.erieevents.com).

Additional fees are applied to all phone and internet sales.

Visit [GoErie.com/ErieCooks](http://GoErie.com/ErieCooks) for more information

Event Presented by

## FALL HARVEST COOKING SHOW

*The Express* (Lock Haven)

Chefs from local restaurants and hospital-sponsored dieticians make presentations and provide samples. Vendors offer information and items for purchase to those attending the event. Prizes are awarded, including a kitchen range/stove.

**Event:** Organized on own

**Sponsors:** 4 – including local hospital and food and kitchen-related retailers

**Target audience:** Women 45 - 54

**Date:** Fall

**Planning:** 6 months

**Cost of attendance:** \$21 - \$30

**Attendance:** 301 - 400

**Cost to host event:** Under \$1,000

**Covered by sponsorships:** 100%

**Net profit:** \$5,000 - \$7,500

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print and website ads, direct mail, online, Facebook

**Tip:** Hire a video/audio production company to broadcast the presentation live at the venue.



## FOOD & SPIRITS FESTIVAL

*Intelligencer Journal/Lancaster New Era*

This festival showcases local restaurants, food vendors, vineyards, microbreweries, distilleries, art galleries and more and targets those who enjoy good food, fine wine, craft beer and lively music. Along with showcasing the talents of local chefs, the festival features celebrity chef demonstrations.

**Event:** Organized on own – sponsorships and vendor booths provide revenue

**Sponsors:** 5 – including an auto dealer, wholesale food provider, jeweler and media partners

**Target audience:** Adults 35 - 44

**Date:** July

**Planning:** One year

**Cost of attendance:** \$41 - \$50

**Attendance:** 1,501 - 2,000

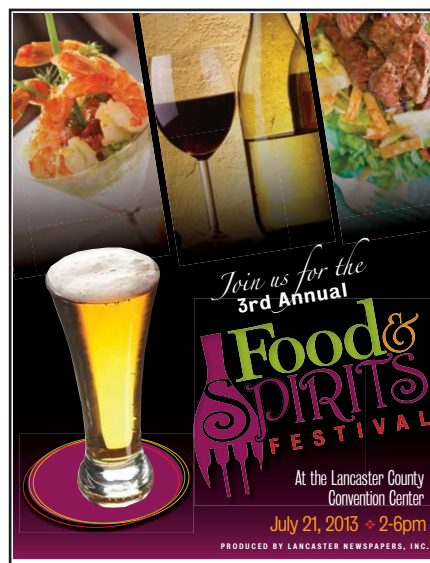
**Cost to host event:** Over \$25,000

**Covered by sponsorships:** 11% - 20%

**Net profit:** Over \$25,000

**Staffing:** 21 - 25 newspaper employees

**How promoted:** House print and website ads, cable, radio, online, Facebook, Twitter





# PIZZA OLYMPICS

*South Philly Review*

Fifteen of the area's top pizza parlors compete for gold, silver and bronze medals in eight different pizza-related categories. Attendees of the event sample all-you-can-eat pizza from each vendor and vote for their favorite in each category. This evening event includes music, raffles, giveaways and more.

- Event:** Organized on own
- Sponsors:** 8 – including beverage and snack companies, bread distributor, wireless providers, local hospital, car rental agencies, local casino and civic groups
- Target audience:** Adults 25 - 34
- Date:** July
- Planning:** 5 months
- Cost of attendance:** \$11 - \$20
- Attendance:** 801 - 900
- Cost to host event:** \$1,000 - \$2,500
- Covered by sponsorships:** 100%
- Net profit:** \$10,000 - \$15,000
- Staffing:** 11 - 15 combination newspaper employees/temporary workers
- How promoted:** House print and website ads, radio, online, Facebook, Twitter, guerilla marketing

| Rates & Sizes |       |                                 |
|---------------|-------|---------------------------------|
| Quarter Page  | \$250 | Includes 2 tickets to the event |
| Half Page     | \$450 | Includes 4 tickets to the event |
| Full Page     | \$850 | Includes 6 tickets to the event |

# TASTE OF HOME COOKING SCHOOL

*Intelligencer Journal/Lancaster New Era*

Enjoy entertaining cooking demonstrations by a top culinary specialist, learn step-by-step expert techniques and receive a free gift bag filled with great products, coupons and Taste of Home magazines.

- Event:** Organized on own – sponsorships and vendor booths provide revenue
- Sponsors:** 2 – including a grocer and appliance dealer
- Target audience:** Women 18 and above
- Date:** Fall
- Planning:** One year
- Cost of attendance:** \$11 - \$20
- Attendance:** 1,001 - 1,500
- Cost to host event:** \$15,000 - \$20,000
- Covered by sponsorships:** 71% - 80%
- Net profit:** \$10,000 - \$15,000
- Staffing:** 16 - 20 newspaper employees
- How promoted:** House print and website ads, online, Facebook, Twitter

| AD SIZES            | PRICES  |
|---------------------|---------|
| Full Page           | \$1,775 |
| 1/2 Page Horizontal | \$995   |
| 1/2 Page Vertical   | \$995   |
| 1/4 Page            | \$500   |
| Desktop             | \$150   |

## TASTE OF HOME COOKING SHOW

*The Sentinel* (Lewistown)

Watch a live cooking demonstration, interact with vendors and win door prizes. VIP ticketholders will be treated to a backstage tour and meet-and-greet session with the chef. Attendees receive gift bags containing free samples, recipes and information about local and national vendors and sponsors.

**Event:** Organized on own

**Sponsors:** 6 – including an appliance store, grocer, furniture retailer, auto dealer, kitchen center and hospital

**Target audience:** Women 18 and above

**Date:** Fall

**Planning:** One year

**Cost of attendance:** \$11 - \$20

**Attendance:** 501 - 600

**Cost to host event:** \$5,000 - \$7,500

**Covered by sponsorships:** 100%

**Net profit:** \$5,000 - \$7,500

**Staffing:** 11 - 15 newspaper employees

**How promoted:** House print and website ads, radio, billboards, online, Facebook, Twitter



TICKETS ON SALE NOW • ONLY \$12

The Sentinel presents

taste of home COOKING SCHOOL

and Pre-Show Expo

**Saturday, October 13<sup>th</sup>**  
at the New Mifflin County High School  
501 Sixth St., Lewistown  
Doors open 12:00 noon • Show at 3:00 p.m.

Featuring Chef Cheryl Cohen

**FREE GOODY BAG!**  
every ticketholder receives a bag stuffed with coupons and gifts

**Reserved Seats \$12**  
Tickets Available at...

|  |   |  |
|--|---|--|
| <b>The Sentinel</b><br>352 Sixth Street<br>Lewistown | <b>Clothes Mentor</b><br>Hills Plaza South<br>State College | <b>Grove's</b><br>504 Washington St.<br>Huntingdon |
|--|---|--|

or by calling **717-248-6741** Mon.-Fri. 8am - 5pm  
(\$2.00 fee for phone orders)

## TASTE OF THE ALLEGHENIES

*Altoona Mirror*

Celebrating local food heritage, lifestyle and indoor/outdoor living choices, this community event includes cooking demonstrations, a dairy dessert cooking contest, a coupon savings demonstration, a Canine Cuisine show and a “Camping in the Alleghenies” indoor and outdoor vendor show.

**Event:** Organized with two partners – an advertising agency and a television station

**Sponsors:** 3 – including grocery store, restaurant supply company and kitchen/gift retailer

**Target audience:** Women 35 - 44

**Date:** May

**Planning:** More than one year

**Cost of attendance:** \$11 - \$20

**Attendance:** 2,001 - 2,500

**Cost to host event:** Over \$25,000

**Covered by sponsorships:** 41% - 50%

**Net profit:** \$10,000 - \$15,000

**Staffing:** 16 - 20, combination of newspaper employees/temporary workers

**How promoted:** House print and website ads, broadcast television, cable, radio, billboards, online, mobile, Facebook, Twitter



## TASTE OF PHILLY

*Philadelphia Weekly*

Philadelphia Weekly's unique culinary event in the heart of Center City. Enjoy the very latest dishes and cocktails from top city restaurants. Great food, great drinks and great music all evening long!

**Event:** Organized alone

**Sponsors:** 4

**Target audience:** Adults 21 - 45 young professionals

**Date:** November

**Planning:** 3 months

**Cost of attendance:** \$35

**Attendance:** 1,000

**Staffing:** 10 newspaper employees

**How promoted:** House print and website ads, contests to win tickets, broadcast, radio, Facebook, Twitter



## TIMES FALL EXPO AND TASTE OF HOME COOKING SHOW

*Beaver County Times (Beaver)*

A culinary specialist leads the popular cooking demonstration. A variety of exhibitors offer samples and products for purchase. Admission fee includes entrance to the Fall Expo and the Cooking School demonstration, a goodie bag and a complimentary Taste of Home digital magazine subscription. Premium priced VIP ticket package includes additional benefits.

**Event:** Organized Fall Expo on own – partnered with TOH for the cooking show portion

**Sponsors:** 3

**Target audience:** Women 55 and above

**Date:** October

**Planning:** 6 months

**Cost of attendance:** \$11 - \$20

**Attendance:** 1,001 - 1,500

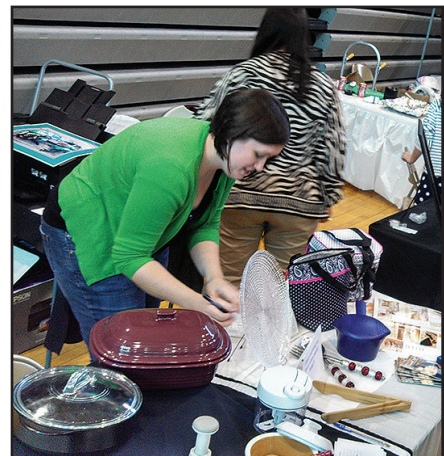
**Cost to host event:** \$5,000 - \$7,500

**Covered by sponsorships:** 21% - 30%

**Net profit:** \$10,000 - \$15,000

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print and website ads, Facebook, Twitter



# HEALTH AND WELLNESS

## **Health Care Heroes**

*Bucks County Courier Times/  
The Intelligencer  
(Levittown/Doylestown)*

## **Health O Rama**

*Altoona Mirror*

## **Health & Wellness Expo**

*Daily American  
(Somerset)*

Health care and wellness is a broad topic offering news media companies plenty of opportunities for events. Health care takes on many forms, from your primary care physician to a specialist, hospitals to holistic healers. In recent years, wellness has become a much talked about topic and more people are actively taking charge of their health. In fact, the average life expectancy in America has increased to 79 years. Event opportunities abound in this category; Cast a wide net and host a health and wellness expo, or narrow your focus and host an event with a more specific focus like healthy eating or caring for elderly parents.

Health and wellness-focused event vendors and sponsors may include:

- Assisted living communities
- Athletic equipment retailers
- Chiropractors
- Dance studios
- Diagnostic centers
- Drug stores/Pharmacies
- Farmers markets
- Grocery stores
- Gymnastic centers
- Gyms and fitness centers
- Health and wellness centers
- Health food stores
- Healthcare supply stores
- Health-themed non-profits and associations
- Hearing aid specialists
- Holistic doctors
- Hospitals and doctors' offices
- Nutritionists
- Personal trainers
- Senior centers
- Social service organizations
- Specialty health care providers
- Yoga centers/Instructors
- Zumba instructors

## HEALTH CARE HEROES

*Bucks County Courier Times/The Intelligencer*

Health Care Heroes honors local health care professionals who go above and beyond their daily job duties. Top winners are chosen by an outside judging panel through a public nomination process via print and digital media advertising. Healthcare professionals in any field of the health care industry can qualify. Health Care Heroes includes a special editorial piece featuring the honorees with photos, healthcare focused editorial and advertising support.

- Event:** Organized with banquet facility
- Sponsors:** 4 – including health care providers
- Target Audience:** Adults 18 and above
- Date:** April
- Planning:** 3 months
- Cost of attendance:** \$41 - \$50
- Attendance:** 201 - 300
- Staffing:** 6 - 10 newspaper employees
- How promoted:** House print and website ads, Facebook and Twitter



©Depositphotos.com/Dmitriy Shironosov

## HEALTH O RAMA

*Altoona Mirror*

A health and wellness expo complete with seminars, doctors, businesses, vendors, exhibits, demonstrations and prizes.

- Event:** Organized alone; held at a local mall for one day
- Sponsors:** 5 – including hospitals, independent health care facilities and social service groups
- Target Audience:** Adults 55 and above
- Date:** August
- Planning:** 8 months
- Cost of attendance:** No charge
- Attendance:** 1,001 - 1,500
- Cost to host event:** Under \$1,000
- Covered by sponsorships:** 100%
- Net profit:** \$10,000 - \$15,000
- Staffing:** 6 - 10 newspaper employees
- How promoted:** House print and website ads, cable, radio, billboards, online, mobile, Facebook and Twitter



# HEALTH & WELLNESS EXPO

*Daily American* (Somerset)

Held at a local mall, the Johnstown Galleria, this event was an opportunity to meet experts from leading area health and wellness businesses. Business vendors were on hand to educate and answer any questions regarding a variety of health-related fields.

**Event:** Organized with a regional hospital and Red Cross chapter

**Sponsors:** More than 15 – participating businesses pay for ad space and table space

**Target Audience:** Adults 45 - 54

**Date:** October

**Planning:** 4 months

**Cost of Attendance:** No charge

**Attendance:** 301 - 400

**Cost to host event:** Under \$1,000

**Covered by sponsorships:** 100%

**Net profit:** \$2,500 - \$5,000

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print and website ads

Register online to win a \*100\* Boscov's Gift Certificate. No purchase necessary. Simply fill out a registration form at the Our Town booth at the Expo or go to [www.ourtownjohnstown.com](http://www.ourtownjohnstown.com) and look for Health & Wellness Expo 2013.

**2013**

**HEALTH & WELLNESS Expo**

Visit the American Red Cross Bloodmobile Drive From 10 am to 3 pm During the Health & Wellness Expo Located in the 5th anchor position (Next to Aural America's Peticals) First floor

**10 am to 3 pm**  
**Sat. October 26<sup>th</sup>**  
at the Johnstown Galleria (main floor)

Don't miss this opportunity to meet experts from leading area health and wellness businesses. Numerous business vendors will be on hand to educate and answer any questions regarding a variety of health-related fields.

Bring the whole family for a day at the Galleria with information on many different topics in the health industry.

**To be an exhibitor at this year's event:** \$250.00 per exhibitor (Hurry! Spaces are limited)

- 6-foot table at the event
- 2 chairs and promotional advertising in "Our Town"
- 2 col. x 4" (3,250" x 4") ad space for your business message in the Wednesday, Oct. 23 Health and Wellness Feature in "Our Town" and the Friday, Oct. 25 "Daily American"
- Online promotional spot

Advertiser's Name \_\_\_\_\_  
Business Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
 Yes, I'll need Electricity  Yes, I will donate blood

TO SCHEDULE AN APPOINTMENT TO DONATE BLOOD, CALL CHRISTINE SCHIRATO AT 814-269-9704 OR GO TO [www.redcrossblood.org](http://www.redcrossblood.org) AND ENTER SPONSOR CODE OUR TOWN

CALL YOUR ADVERTISING REPRESENTATIVE AT **814-269-9704**

Your advertising message will reach more than 13,000 homes!

Galleria **Our Town** **Daily American**  
It's All About You

# HOME & GARDEN

## Home and Garden Show

*The Sentinel*  
(Lewistown)

## Times Home & Garden Show

*Beaver Country Times*  
(Beaver)

More than half (52%) of homeowners plan to make a home improvement or addition this fall, according to the Zillow® Digs™ Fall Home Improvement Trend and Spending Survey. While improving the look and feel of a space is still the key driver for recently completed home design projects, 54% of homeowners who have or will make improvements do so to increase their home's value, according to the second annual Houzz & Home survey. Eighty-four percent plan to redecorate their homes and 40% plan to build an addition or remodel in the next two years.

The most popular home improvement projects include bathroom and kitchen remodels, as well as home office design and playroom remodels, so be sure to include presentations and demonstrations that focus on these current trends at your home and garden event.

Contact the following sponsor categories to improve your revenue for your home and garden event:

- Antique shops
- Appliance stores
- Art galleries
- Banks
- Bathroom refitters
- Building material retailers
- Carpet and flooring stores
- Countertop retailers
- Driveway sealing companies
- Exterminators
- Fireplace stores
- Framing stores
- Furniture stores
- Heating/Cooling dealers
- Home accessories stores
- Home security retailers
- Interior decorators
- Kitchen cabinet refacers
- Landscapers
- Lawn care services
- Office supply stores
- Painters
- Power equipment suppliers
- Power washing businesses
- Rental companies
- Swimming pool installers
- Window cleaners
- Window covering stores
- Window retailers

# HOME AND GARDEN SHOW

*The Sentinel* (Lewistown)

Seminars, presentations, door prizes and food are all a part of this special two-day event, which features local exhibitors and nationally known antiques appraiser, Dr. Lori, and other special guests.

- Event:** Organized alone
- Sponsors:** 1 - an insurance agency
- Target audience:** Adults 18 and above
- Date:** April
- Planning:** 6 months
- Cost of attendance:** \$1 - \$10
- Attendance:** 1,001 - 1,500
- Cost to host event:** \$1,000 - \$2,500
- Covered by sponsorships:** 100%
- Net profit:** \$5,000 - \$7,500
- Staffing:** 11 - 15 newspaper employees
- How promoted:** House print and website ads, radio, online, Facebook, Twitter
- Tip:** Home and Garden Show needs a draw to attract visitors – consider incorporating someone who is well known in the programming.

**ATTN: BUSINESSES**

**Build Your Business**



**JUNIATA VALLEY HOME & GARDEN SHOW**

Presented by *The Sentinel*  
**FRIDAY, April 13th - 12-8pm**  
**& SATURDAY, April 14th, 2012 - 10am - 5pm**  
 Mifflin County Youth Park • Reedsville, PA

|  |   |
|--|---|
| <p><b>Featuring</b><br/> <b>Seminars • Prizes</b><br/>                 • <b>Food</b></p> <p>Be part of a local home show without spending a fortune or traveling far. We'll promote the show to our vast audience.</p> | <p><b>Standard Vendor Package</b></p> <ul style="list-style-type: none"> <li>• 10' x 10' space</li> <li>• Listing as participant in ads &amp; program</li> </ul> <p>Advertise in the Home &amp; Garden Edition on April 10th, and get a discounted vendor rate!</p> <p style="text-align: center;"><b>Call For Details!</b></p> |
|--|---|

# TIMES HOME & GARDEN SHOW

*Beaver County Times* (Beaver)

Offers clinics, demonstrations, tips, ideas and products to help local residents spruce up for spring or tackle a special project they may have been putting off. Visitors can browse among 60-plus exhibitors, and be inspired by an HGTV's "Design Star" contestant's presentation.

- Event:** Organized alone
- Sponsors:** 3 – including Home Depot and other home improvement businesses
- Target audience:** Adults 18 and above
- Date:** Spring
- Planning:** 6 months
- Cost of attendance:** \$1 - \$10
- Attendance:** 1,001 - 1,500
- Cost to host event:** \$10,000 - \$15,000
- Covered by sponsorships:** 21% - 30%
- Net profit:** \$10,000 - \$15,000
- Staffing:** 6 - 10 newspaper employees
- How promoted:** House print and website ads, radio, billboards, Facebook, Twitter, guerilla marketing, banners and yard signs





# MUSIC

**Concerts in the Park**  
*Philadelphia Weekly*

**RockErie Music Awards**  
*Erie Times-News*

**Zoo in Paradise & Beach Blast**  
*The Morning Call*  
(Allentown)

Concerts have always been an inspiring form of entertainment and a great way for music fans to connect with their favorite artists. According to a recent study by LiveAnalytics, Americans are getting more passionate about concerts with 37% of music fans indicating that they will attend more concerts this year. Other key findings of the study include:

- Increased attendance at concerts is most evident among 25-34 and 45-54 year-olds.
- Concert attendance increased among people of all income brackets, especially those with the highest earnings.
- Concert attendees are more likely to attend other types of live events, including:
  - 45% attended live sports
  - 46% attended arts events
  - 26% attended family events
- Music fans attended twice as many music festivals compared to a year ago.
- 49% of music fans went to a club or theater concert.

Offering a sponsorship to businesses in these advertising categories is sure to be music to their ears:

- Amusement/Theme parks
- Art dealers
- Auto dealerships
- Banks
- Bars/Nightclubs
- Bookstores
- Caterers
- Clothing stores
- Colleges
- Concert venues
- Hair salons
- Health clubs
- Health insurance companies
- Hospitals
- Limousine services
- Musical instrument retailers
- Non-profit organizations
- Restaurants
- Supermarkets
- Taxi services

## CONCERTS IN THE PARK

*Philadelphia Weekly*

Rock out in Rittenhouse Square during the annual “Concerts in the Park” series. The free concert series attracts thousands with live music from reputable local and national bands spanning musical genres from jazz to rock, country to R&B.

**Event:** Organized alone

**Sponsors:** 1 presenting sponsor and 10 - 15 participating sponsors

**Target audience:** Adults 18 - 34 young professionals

**Date:** Summer

**Planning:** 3 months

**Cost of attendance:** No charge

**Attendance:** 3,000 per event

**Staffing:** 10 newspaper employees

**How promoted:** House print and website ads, Internet radio, Facebook, Twitter



## ROCKERIE MUSIC AWARDS

*Erie Times-News*

A celebration of the local music that features a special guest host and live performances by song of the year nominees. The event honors the talent found in Erie's diverse music scene and especially original music.

**Event:** Organized alone

**Sponsors:** 25

**Target Audience:** Adults 18 - 34

**Date:** September

**Planning:** One year

**Cost of attendance:** \$11 - \$20

**Attendance:** 1,001 - 1,500

**Cost to host event:** More than \$25,000

**Covered by sponsorships:** 21% - 30%

**Net profit:** Under \$1,000

**Staffing:** 21 - 25 newspaper employees plus temporary employees

**How promoted:** House print and website ads, billboards, online, Facebook



# ZOO IN PARADISE & BEACH BLAST

## *The Morning Call* (Allentown)

Concerts held at the Lehigh Valley Zoo with a Jimmy Buffett tribute band for the Zoo in Paradise event and Beach Boys for Beach Blast. All proceeds fund conservation efforts at the Zoo. The Morning Call handled all the marketing and promotion, and the zoo provided food, beverage and the band. The zoo paid *The Morning Call* a fee based on attendance at the event.

**Event:** Organized alone (or in conjunction with another sponsor(s))

**Sponsors:** 3

**Target audience:** Adults 21 and above

**Date:** Summer

**Planning:** 6 months

**Cost of attendance:** \$15 at the door, \$12 if you order through The Morning Call store

**Attendance:** 3,000 for Zoo In Paradise, 2,000 for Beach Blast

**Covered by sponsorships:** 20%

**Net profit:** \$20,000 for both events

**Staffing:** 15 newspaper employees and 12 Lehigh Valley Zoo employees

**How promoted:** House print and website ads, digital billboards, online, Facebook

Calling all Parrotheads...

THE MORNING CALL MEDIA GROUP PRESENTS 4th Annual

**ZOO IN PARADISE**

A fundraiser for Lehigh Valley Zoo

Featuring The Jimmy Buffett Tribute Band  
**PARROTBEACH**  
Margaritas, Beer, Cheeseburgers and More!

Lehigh Valley Zoo • Saturday, August 24, 2013  
Zoo gates open at 5:30pm;  
Concert at 6:45pm (21 and over event)  
**\$15** per ticket

Bring your lawn chairs!

Lehigh Valley Zoo  
SMART TIX  
www.lvzoo.org

SUPPORTING SPONSORS

Eberhardt  
CRUSEONE

Get tickets at the Zoo,  
morning.callstore/zooinparadise  
or call 610-799-4171 ext. 224

Visit [www.lvzoo.org](http://www.lvzoo.org) for detailed directions.

# SPORTS AND OUTDOORS

## **Alleghenies Adventure Outdoor Show**

*Altoona Mirror*

## **Can You Beat Zeke Contest**

*Reading Eagle*

## **Premier Performers All Sports Banquet**

*The Almanac  
(McMurray)*

## **The Central PA Outdoor & Sports Show**

*GantDaily.com  
(Clearfield)*

## **The Varsity Cup**

*Erie Times-News*

Sixty-two percent of Americans identify themselves as sports fans according to a recent Marist poll. Similarly, 66% of boys and 52% of girls play organized sports, and 73% of corporate executives participate in athletic activities.

Americans also take advantage of our outdoor spaces whether it's for hiking, hunting, fishing, camping or water sports. More than 140 million Americans make outdoor recreation a priority in their daily lives, spending nearly \$646 billion annually, according to a report from the Outdoor Industry Association.

Reach these active-minded consumers through a targeted event in your community. Topic themes can be directed to young athletes, fitness enthusiasts, fantasy sports participants or outdoor aficionados.

Contact the following sponsor categories to score revenue for your sports and outdoor-related event – they are sure to get in the game.

- Athletic footwear stores
- Bicycle shops
- Bowling centers
- Camping equipment/Supply stores
- Charter companies
- Chiropractors
- Clothing manufacturers/Retailers
- Crossfit gyms
- Diagnostic imaging centers
- Dieticians/Nutritionists
- Fishing/Boating retailers
- Fitness centers
- Golf and tennis shops
- Grocery stores
- Health food stores
- Hunting and fishing clubs
- Hunting equipment/Supply stores
- Local convention and visitors bureau
- Local food and drink vendors
- Local sports clubs
- Men's health clubs
- Mountain resorts
- Orthopedic physicians
- Outdoor retailers
- Outdoor activity providers
- Outdoor media brands
- Personal trainers
- Physical therapists
- Produce stores
- Restaurants
- Ski shops
- Smoothie bars
- Spinning centers
- Sports apparel stores
- Sports equipment stores
- Sports teams
- Vitamin/Supplement retailers
- Women's health clubs
- Zipline tour companies

# ALLEGHENIES ADVENTURE OUTDOOR SHOW

*Altoona Mirror*

Attendees of this two-day event held at a local convention center discover the latest trends, techniques and products to enhance their outdoors experience.

**Event:** Organized alone, uses some consultants on talent/ events, uses two floors of a local convention center for two days

**Sponsors:** 3 – including outdoor retailers, outdoor media brands, clothing manufacturers and retailers

**Target audience:** Men 45 - 54

**Date:** January

**Planning:** More than one year

**Cost of attendance:** \$1 - \$10

**Attendance:** More than 2,500

**Cost to host event:** \$20,000 - \$25,000

**Covered by sponsorships:** 31% - 40%

**Net profit:** \$7,500 - \$10,000

**Staffing:** More than 25, a combination of newspaper employees and temporary workers

**How promoted:** House print and website ads, cable, radio, billboards, online, mobile, Facebook and Twitter



# CAN YOU BEAT ZEKE CONTEST

*Reading Eagle*

Reading Eagle pigskin prognosticator challenges readers to beat his weekly NFL picks. Weekly winner receives a cash prize if they call in when their name is announced on the radio. A grand prize winner is awarded a trip to the Super Bowl or Pro Bowl.

**CAN YOU BEAT ZEKE?**

**Party like Mardi Gras!**  
Beat Zeke and you could win a Super Bowl trip for two to New Orleans!

It's only fitting that the year your favorite NFL pigskin prognosticator, the one and only Zeke, turns 21, the Zeke Grand Prize is a trip for two to New Orleans.  
Of course, to get there you gotta beat Zeke with your NFL picks. And you all know that NFL

If you beat Zeke, listen to Zeke and Jo Thursdays at 3:10 p.m.

## PREMIER PERFORMERS ALL SPORTS BANQUET

*The Almanac* (McMurray)

An all-sports banquet honoring scholastic sports standouts.

**Sponsors:** 15

**Target audience:** High school athletes and their parents

**Date:** May

**Planning:** 3 months

**Cost of attendance:** \$30

**Attendance:** 100

**Net profit:** Under \$1,000

**How promoted:** House print ads, online, social media



## THE CENTRAL PA OUTDOOR & SPORTS SHOW

*GantDaily.com* (Clearfield)

A showcase of vendors, distributors and displays dedicated to hunting and the great outdoors

**Event:** Partner with others to organize event

**Sponsors:** 7

**Target audience:** Men 16-55

**Date:** March

**Planning:** 4 months

**Cost of attendance:** \$1-\$10

**Attendance:** 7,000-8,000

**Cost to host event:** \$10,000-\$15,000

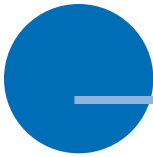
**Covered by sponsorships:** 50%-75%

**Net profit:** \$20,000-\$30,000

**Staffing:** 5 newspaper employees

**How promoted:** House website ads, online, targeted and niche print publications, TV, radio





# THE VARSITY CUP

Erie Times-News

Awards dinner, including a keynote speaker, for local high school athletes and their families honoring six different categories: Male and Female Team of the Year, Male and Female Athlete of the Year, Coach of the Year and Fan Favorite.

**Event** Organized alone

**Sponsors:** 6 – including The Marines, a financial institution, auto dealership, carpet store, restaurant and sports store

**Target audience:** Students

**Date:** Summer

**Planning:** 6 months

**Cost of attendance:** \$11 - \$20

**Attendance:** 201 - 300


**Cost to host event:** \$7,500 - \$10,000

**Covered by sponsorships:** 71% - 80%

**Net profit:** Under \$1,000

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print and website ads, billboards, online, Facebook, Twitter



## THE VARSITY CUP


### DISTRICT 10'S BIGGEST NIGHT!

TODAY • 6 p.m. • Ambassador Center

**KEYNOTE SPEAKER MARC BLUCAS**

As a leading man who naturally embodies both intellect and physicality, Marc Blucas has worked extensively in film and television. One of Blucas' first major roles was in Gary Ross' PLEASANTVILLE with Tobey Maguire and Reese Witherspoon. After supporting roles in SUMMER CATS with Jessica Biel, Kevin Smith's JAY AND SILENCE BOB STRIKE BACK and HE WERE SOLDIERS with Mel Gibson, Blucas went on to star as the male lead opposite Katie Holmes in Fox's FIRST DAUGHTER, directed by Forest Whitaker. Additional film credits include PREY FOR ROCK AND ROLL (2003), Sundance film Festival; the 2001, Emmy-nominated CAPTURE THE CASTLE with Bill Nighy and Rose Byrne; John Stryker 'SUNSHINE STATE' opposite Eric Roberts; STRONG DANCE with Eddie Murphy and Elizabeth Berkley; and THE KILLING FLOOR, executive produced by Doug Liman and Avi Arad. Blucas played Emily Blunt's 'misunderstood' husband in Sony Pictures Classics' THE JANE AUSTEN BOOK CLUB, directed by Robin Swicord with an all-star cast including Maura Tieri, Amy Brenneman and Hugh Dancy. Blucas starred in James Mangold's KNIGHT AND DAY opposite Tom Cruise and Cameron Diaz and played Dale Gribble's friend. He also played 'Noomi Watts' love interest in Rodrigo Garcia's MOTHER AND CHILD.

In addition, Blucas starred for two seasons on the hit WB television series, "Buffy the Vampire Slayer," with Sarah Michelle Gellar. Most recently, he starred on the USA series "Necessary Roughness." Blucas stars next on the upcoming ABC series "Killer Women." A native of Pennsylvania, Blucas played basketball at Girard High School and at Wake Forest University.



**Thank You to Our Sponsors:**

- Widowet Financial
- Joe B's Carpets
- HUMES
- Buffalo Wild Wings
- Erie Sports Store

- The United States Marines - Male Team of the Year
- Widget Financial - Fan Favorite
- Joe B's Carpet - Female Athlete of the Year
- Humes - Coach of the Year
- Buffalo Wild Wings - Male Athlete of the Year
- Erie Sports Store - Female Team of the Year

**TICKETS AVAILABLE AT THE DOOR! LIMITED QUANTITY \$20**

(Nominating students receive two free tickets)  
All tickets include dinner.  
Dinner buffet includes: baked strawberry herbob chicken, beef bourguignon, pasta salad, mixed baby greens with house dressing, seasonal fresh vegetable medley, baked on and fresh organic bakery rolls with buttermilk beverages (non-alcoholic) also included.  
Tickets will be sold at the door. Cash or check only.

# STUDENTS

## **Regional Scripps Spelling Bee**

*The Philadelphia Tribune*

## **Student Achieving Luncheon**

*The Philadelphia Tribune*

According to the Institute of Education Sciences, about 50.1 million students are enrolled in public elementary and secondary schools this fall. Of these, 35.3 million are in pre-kindergarten through 8th grade and 148 million are in grades 9 through 12. These numbers don't take into account the 5.2 million students attending private schools. How is your news media organization reaching this market? More importantly, how is your organization reaching the parents and caregivers of these millions of students? Reach this audience with events that focus on students, like spelling bees, awards programs, back-to-school expos, college/career fairs and more.

Student-focused event vendors and sponsors may include:

- After school programs
- Banks/Credit unions
- Charter schools
- Colleges and universities
- Computer repair stores
- Craft supply stores
- Day care and preschools
- Girl Scouts/Boy Scouts
- Home school associations
- Investing companies
- Libraries
- Local non-profit organizations
- Parochial schools
- Private schools
- Public schools
- School/Office supply stores
- School uniform stores
- Trophy/Awards stores
- Tutors
- Virtual schools/Online learning



## REGIONAL SCRIPPS SPELLING BEE

*The Philadelphia Tribune*

A regional Scripps spelling bee held in Philadelphia. The winner moves on to the Scripps National Spelling Bee in Washington, D.C.

**Event:** Organized alone

**Target Audience:** School-age children and parents/caregivers

**Date:** March



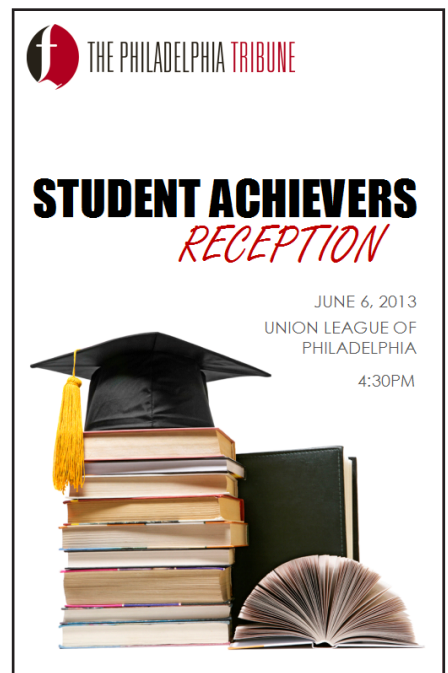
## STUDENT ACHIEVING LUNCHEON

*The Philadelphia Tribune*

The Philadelphia Tribune designs a newspaper supplement/yearbook each year to honor the graduates of Philadelphia County high schools. The insert includes photos of the students and a history of each school. Each school also selects “student achievers” who are students who have overcome adversity – whether it be homelessness, drugs or another challenge, and have managed to graduate on time. The Philadelphia Tribune’s reception honors these special students by inviting them and their families to a banquet that celebrates their achievement and success.

**Event:** Organized alone

**Target Audience:** School-age children and parents/caregivers



# WOMEN'S

## **Pink: A Women's Event**

*Intelligencer Journal/  
Lancaster New Era*

## **Purseonality Used Purse Sale**

*The Republican-Herald  
(Pottsville)*

## **Women's Expo for Views and Voices Magazine**

*The Herald  
(Sharon)*

## **Women's Showcase**

*The Tribune-Democrat  
(Johnstown)*

Three-quarters of women identify themselves as the primary shoppers for their households according to GfK MRI's Survey of the American Consumer. Likewise, women in the U.S. reported "controlling" nearly 73% of household spending in a study conducted by the Boston Consulting Group.

Other research found that one in three women would rather spend the day with their girlfriends than with their husbands, and six out of ten said they prefer going shopping with their girlfriends than with their partner because they offer better, more trustworthy advice.

By combining the buying power of this lucrative audience with their desire for a little "me time" with friends, you have the makings of a successful women's marketing event.

Include free manicures, facials, exciting makeovers, high fashion runway shows, haircuts, amazing spa treatments and massages, wellness information, as well as lots of free samples, gourmet tastings and delicacies to make it a women's event to remember.

Women's event vendors and sponsors may include:

- Bakeries
- Bathroom remodeling companies
- Candy shops
- Card shops
- Caterers
- Closet organization companies
- Clothing boutiques
- Cosmetic surgeons
- Cosmetics stores
- Cupcake/cookie bakers
- Dance instruction studios
- Day spas
- Florists
- Framing stores
- Gyms/fitness centers
- Hair salons
- Home decorating stores
- Home party representatives
- Hospitals
- Jewelry stores
- Kitchen makeover companies
- Kitchen supply stores
- Limousine services
- Massage therapists
- Meal preparation companies
- Nail salons
- Party entertainers
- Party supply stores
- Personal trainers
- Pottery shops
- Scrapbooking supply retailers
- Shoe stores
- Travel agents
- Wineries
- Women's health providers

## PINK: A WOMEN'S EVENT

*Intelligencer Journal/Lancaster New Era*

A special event showcasing the latest products and services for women, including health and wellness, beauty, fitness, home, style, cooking, books, travel and much more, including a presentation by celebrity guests Giuliana and Bill Rancic.

**Event:** Organized alone

**Sponsors:** 7 – including a healthcare system, auto dealer, jewelers, salons and spas

**Target Audience:** Women 18 and above

**Date:** October

**Planning:** More than one year

**Cost of attendance:** \$11 - \$20

**Attendance:** 1,501 - 2,000

**Cost to host event:** More than \$25,000

**Covered by sponsorships:** 51% - 60%

**Net profit:** More than \$25,000

**Staffing:** 21 - 25 newspaper employees

**How promoted:** House print and website ads, broadcast television, cable, radio, mobile, Facebook, Twitter



## PURSEONALITY USED PURSE SALE

*The Republican-Herald (Pottsville)*

Partnering with Rotary Charities, purses were collected, priced and displayed at the event. Money was raised by selling the purses, selling table space to home party consultants and through Chinese auction ticket sales for items donated by the vendors.

**Event:** Organized in conjunction with Pottsville Rotary Charities

**Target Audience:** Women 18 and above

**Date:** October

**Planning:** 2 months

**Cost of attendance:** No charge

**Attendance:** 301 - 400

**Cost to host event:** Under \$1,000

**Covered by sponsorships:** 0%

**Net profit:** \$7,500 - \$10,000

**Staffing:** 1 - 5 newspaper employees

**How promoted:** House print and website ads, Facebook



# WOMEN'S EXPO FOR VIEWS AND VOICES MAGAZINE

*The Herald* (Sharon)

Local business and hospitals showcase their products and services, and women are educated through a lecture series including important topics such as self defense and financial planning. Attendees look forward to the drawing for vendor-contributed prizes.

**Sponsors:** More than 15 including any business that hopes women will purchase from them

**Target Audience:** Women 18 and above

**Date:** Fall

**Planning:** 5 months

**Cost of attendance:** \$1 - \$10

**Attendance:** 2,000 - 2,500

**Cost to host event:** \$2,500 - \$5,000

**Covered by sponsorships:** 100%

**Net profit:** \$7,500 - \$10,000

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print and website ads, online, Facebook, Twitter



# WOMEN'S SHOWCASE

*The Tribune-Democrat* (Johnstown)

Merchants provide information and demonstrations on a variety of topics such as health issues, beauty and fitness, stress relief, finances, travel, housewares, makeup and jewelry. A gently-used purse sale and gift basket giveaway top off this popular event.

**Event:** Organized with a non-profit organization

**Sponsors:** Various local businesses that support and educate women of all ages

**Target Audience:** Women 25 - 34

**Date:** Spring

**Planning:** 6 months

**Cost of attendance:** \$1 - \$10

**Attendance:** 301 - 400

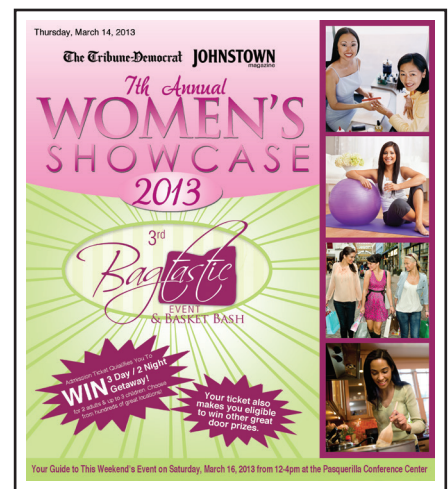
**Cost to host event:** \$1,000 - \$2,500

**Covered by sponsorships:** 0%

**Net profit:** \$10,000 - \$15,000

**Staffing:** 6 - 10 newspaper employees

**How promoted:** House print and website ads, radio, online, mobile, Facebook, other social media



# PARTNERSHIPS/ SPONSORSHIPS

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In addition to, or in lieu of, developing their own marketing events, many of Pennsylvania's newspapers have partnered with other organizations to sponsor or promote an event in their community. Being an event partner allows you to participate in the event without having the responsibility of finding the venue, scheduling speakers, recruiting exhibitors, driving attendance, managing logistics, etc. As a partner or sponsor, your newspaper organization can reap the benefits of being associated with the event without all of the legwork involved in launching your own event.

News media organizations are valuable marketing partners. You can provide some, or all, of the following to the event organizer:

- Print ads promoting the event
- Online banner ads promoting the event
- Mobile ads promoting the event
- Social media coverage promoting the event
- Editorial coverage of the event
- Photographic coverage of the event

In return, news media organizations can request the following from the event organizer:

- Logo/brand inclusion on all marketing materials for the event
- Signage at the event
- Display space at the event
- Opportunity to sell newspaper subscriptions at the event
- Speaking opportunity at the event



# GREENVILLE AREA CHAMBER OF COMMERCE EXPO

*The Record-Argus* (Greenville)

The expo draws a wide variety of exhibitors from independent small business owners to national and regional firms offering products and services to all segments of the marketplace. The event is attended by individual consumers, business owners and more.

**Newspaper participation:** Co-sponsor along with Greenville Area Chamber of Commerce

**Date:** Winter

**Planning:** 2 months

**Cost of attendance:** \$1 - \$10

**Attendance:** 401 - 500

**Cost to host event:** Under \$1,000

**Covered by sponsorships:** 0%

**Net profit:** Under \$1,000

**Staffing:** 1 - 5 newspaper employees

**How promoted:** House print ads, online

# HELLERTOWN COMMUNITY DAY FESTIVAL

*The Times News* (Lehighton)

Community Day is an annual gathering facilitating social interaction between residents, service organizations, and the business community, spotlighting the quality of life in our Saucon Valley. It includes children's activities, foods, dancing, live music and a car show.

**Newspaper participation:** Sponsor

**Target audience:** Families with school-age children

**Date:** Summer

**Planning:** 4 months

**Cost of attendance:** \$1 - \$10

**Attendance:** 601 - 700

**Staffing:** 1 - 5 combination newspaper employees/temporary workers

**How promoted:** House print ads, cable, radio, Facebook

## HIGH HOLIDAY WINE TASTING

*Jewish Exponent* (Philadelphia)

Event allows synagogues to promote themselves to the twenty- and thirty-year-old community by providing wine tasting and light hors d'oeuvres.

**Newspaper participation:** Sponsor in conjunction with the Philadelphia groups for Jewish graduate students and young professionals

**Target audience:** Adults 25 - 34

**Date:** Summer

**Planning:** 3 months

**Cost of attendance:** No charge

**Attendance:** 201 - 300

**Cost to host event:** Under \$1,000

**Covered by sponsorships:** 91% - 99%

**Net profit:** Under \$1,000

**Staffing:** 1 - 5 newspaper employees

**How promoted:** House print and website ads, online, Facebook, Twitter



## THE HIT MEN CONCERT

*Reading Eagle*

Newspaper sold sponsorship blocks to advertisers and the ads appeared as part of the overall ad to promote the concert. Reading Eagle also shared in the revenue of the ticket sales.

**Newspaper participation:** Partnered with SMB to present the concert

**Date:** May





# HOME BUILDERS ASSOCIATION OF BERKS COUNTY'S PARADE OF HOMES

*Reading Eagle*

Tour newly constructed area homes that are judged on their exteriors, interiors, kitchens, baths, decorating and landscaping.

**Newspaper participation:** Sponsor

**Sponsors:** 10 – including banks, home building suppliers, flooring and HVAC contractors

**Target audience:** Adults 18 and above

**Date:** June

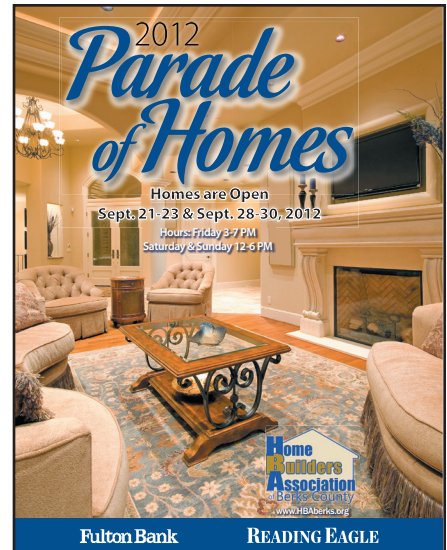
**Planning:** One year

**Cost of attendance:** No charge

**Attendance:** 901 - 1,000

**Net profit:** \$10,000 - \$15,000

**How promoted:** House print and website ads, radio, billboards, online, Facebook



# ISRAELI INDEPENDENCE DAY CELEBRATION

*Jewish Exponent (Philadelphia)*

Design a float or march with your synagogue, school, camp or other community organization and show pride in our Jewish homeland. Enjoy fabulous Israeli food, entertainment, arts & crafts, dancing and shopping.

**Newspaper participation:** Sponsor in conjunction with the Jewish Federation of Greater Philadelphia

**Target audience:** Families with school-age children

**Date:** Spring

**Planning:** 6 months

**Cost of attendance:** No charge

**Attendance:** More than 2,500

**Cost to host event:** \$15,000 - \$20,000

**Covered by sponsorships:** 91% - 99%

**Net profit:** Under \$1,000

**Staffing:** 1 - 5 newspaper employees

**How promoted:** House print and website ads, direct mail, online, Facebook, Twitter



## MITZVAH EXPO

*Jewish Exponent* (Philadelphia)

The Main Line Bar/Bat Mitzvah Expo is designed to help make the planning just a little easier. See, hear, touch and taste the latest trends in Mitzvah events. Live entertainment, samplings and a panel discussion on event planning are included.

**Newspaper participation:** Sponsor in conjunction with The Baldwin School

**Target audience:** Families with school-age children

**Date:** Spring

**Planning:** 3 months

**Cost of attendance:** No charge

**Attendance:** 401 - 500

**Cost to host event:** \$5,000 - \$7,500

**Covered by sponsorships:** 91% - 99%

**Net profit:** Under \$1,000

**Staffing:** 1 - 5 newspaper employees

**How promoted:** House print and website ads, direct mail, online, Facebook, Twitter



## NORTHWESTERN NIGHT IN THE COUNTRY

*The Times News* (Lehighton)

The event includes a live country band, car cruise, DJ, Chinese auction, food and a fireworks display.

**Newspaper participation:** Sponsor

**Target audience:** Families with school-age children

**Date:** Summer

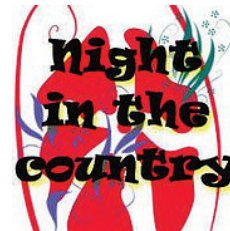
**Planning:** 2 months

**Cost of attendance:** No charge

**Attendance:** 101 - 200

**Staffing:** 1 - 5 combination newspaper employees/temporary workers

**How promoted:** House print ads, Facebook



## PA CAREERLINK BERKS COUNTY JOB FAIR

*Reading Eagle*

Targeting those who are seeking employment or are considering a career change, this is an opportunity to meet with a large number of employers representing a variety of businesses in the area.

**Newspaper participation:** Sponsor and sells booths

**Target audience:** Adults 18 and above

**Date:** Spring

**Planning:** 6 months

**Cost of attendance:** No charge

**Attendance:** 1,001 - 1,500

**Net profit:** \$10,000 - \$15,000

**How promoted:** House print and website ads, billboards, online



## PHILLIES JEWISH HERITAGE NIGHT

*Jewish Exponent* (Philadelphia)

A special night at Citizens Bank Park celebrating Jewish culture featuring great kosher food and entertainment. The first 2,500 fans that purchase tickets receive a coupon for an exclusive Phillies yarmulke.

**Newspaper participation:** Sponsor in conjunction with the Philadelphia Phillies and the Jewish Federation of Greater Philadelphia

**Target audience:** Families with school-age children

**Date:** Summer

**Planning:** 6 months

**Cost of attendance:** \$11 - \$20

**Attendance:** More than 2,500

**Cost to host event:** \$1,000 - \$2,500

**Covered by sponsorships:** 91% - 99%

**Net profit:** Under \$1,000

**Staffing:** 1 - 5 newspaper employees

**How promoted:** House print and website ads, online, Facebook, Twitter



## SCHNECKSVILLE COMMUNITY FAIR

*The Times News* (Lehighton)

Community Fair that provides fun for the whole family including all mechanical carnival rides (20+), competitive/4-H exhibits, shows, and entertainment featuring the Gator Boys Road Show, hot air balloon rides (weather-dependent, extra fee), and fireworks.

**Newspaper participation:** Sponsor

**Target audience:** Families with school-age children

**Date:** Summer

**Planning time:** 2 months

**Cost of attendance:** \$1 - \$10

**Attendance:** 401 - 500

**Staffing:** 1 - 5 combination newspaper employees/  
temporary workers

**How promoted:** House print ads, cable, online, Facebook



## SIXERS JEWISH HERITAGE NIGHT

*Jewish Exponent* (Philadelphia)

Regular season Philadelphia 76ers basketball game with Jewish-themed promotions.

**Newspaper participation:** Sponsor in conjunction with the Philadelphia 76ers

**Target audience:** Families with school-age children

**Date:** Winter

**Planning:** 6 months

**Cost of attendance:** \$21 - \$30

**Attendance:** 1,501 - 2,000

**Cost to host event:** Under \$1,000

**Covered by sponsorships:** 91% - 99%

**Net profit:** Under \$1,000

**Staffing:** 1 - 5 newspaper employees

**How promoted:** House print and website ads, online, Facebook, Twitter



# EVENT BEST PRACTICES AND HELPFUL HINTS

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We asked our members to share any suggestions or lessons learned from the events they coordinated or participated in that would help improve the process or generate more revenue. Here are the responses:

## **EVENT COORDINATION IDEAS:**

- It is never too early to secure your date and begin planning.
- Put a limit on attendance of the event to avoid overcrowding.
- Attention to detail is vital. Consider all aspects of the event – time, place, invitations and/or marketing materials, food/refreshments, decorations and/or set-up needs, guest/attendee lists, seating charts, name tags, entertainment/speakers, floor plans – and plan accordingly.
- Determine a fair entry fee for attendees.
- Be sure that there is adequate parking at the selected venue.
- Bundle as much value as possible in sponsorship packages in order to attract as many sponsors as possible.
- Offer three tiers of sponsorship levels including a category-exclusive sponsorship that's available at a premium price.
- A full vendor/exhibitor area due to lower vendor fees is better in the long-term.
- If samples are being handed out, space vendors around the room to avoid a bottleneck.
- Form committees from different departments and assign responsibilities accordingly.
- Assign duties according to a person's strengths so they can perform the task(s) with competency.
- Always have an assigned job for each worker. If people feel underutilized, they will not want to volunteer again.
- Your event should be fun and relaxed – and be more about your audience than about you. Avoid doing an infomercial or hard sell.
- An event must be marketed well in order to be successful. Use media options that speak directly to your target audience, and give them a reason to come to your event.
- It's important to attract guests to your event by advertising outside of just your print product.

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# MARKETING EVENT BEST PRACTICES AND HELPFUL HINTS

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## **EVENT COORDINATION IDEAS** *(CONT.):*

- Include your event on your newspaper's online calendar.
- Hire a video/audio production company to capture the event, and post pictures on social media including Facebook, Twitter and YouTube.
- Never be afraid to ask for help.
- Solicit feedback from attendees through informal exit polling or after-event email survey.
- As soon as the event is over, have a debrief within two days and write down suggestions for next year while everything is still fresh in everyone's minds.

## **MANAGING YOUR EXPENSES:**

- Everything is negotiable when dealing with a third-party facility.
- Look for hidden charges (dumpster rental, electricity charge for booths not using electric, outrageous technology/video fees) and negotiate them out of the contract.
- Trade services with vendors whenever possible to reduce out-of-pocket expenses.
- Cover your operating costs with sponsorships and vendor booth spaces.
- When you've established a relationship with a venue, don't ask them for a proposal of their fees. Rather, give them a proposal of what you're willing to spend.
- Ask local non-profit organizations to help with "free" staffing in exchange for a small donation to their cause or a free booth space – this will help save on staffing costs.
- Ask sponsors to donate a raffle prize or contribute something to the show "goodie" bag.
- Use fraternity boys or other community groups who need community service hours to assist with set-up, teardown and clean-up.

## **REVENUE GENERATING IDEAS:**

- Adding a special section to complement the event provides increased value and exposure and generates more advertising revenue.
- Require vendors to take out an ad in the event program/booklet.
- Increase sponsorship pricing after the first year of the event since the value in participating has been established.
- Use the marketing event to promote and sell subscriptions to your print and online newspaper.
- Price tickets to events so that the per person cost is for the "basic" ticket, and offer a second VIP ticket that includes more experiences at the event like book signings, meet and greets, cocktail receptions, etc.
- Never be afraid to ask for sponsorships.

# GENERATE REVENUE FOR YOUR NEWS MEDIA ORGANIZATION THROUGH EVENTS

WHITE PAPER

Successful news media organizations are diversifying their revenue-generating platforms to include event marketing. Whether the goal of the event is to build the news media brand, attract new readers or simply boost profits, hosting a marketing event will give your newspaper valuable visibility in your marketplace.

Events must be memorable to make an impact. When done well, they have the power to create a lasting and powerful positive impression of your news media organization. By allowing people to experience and interact with your company while participating in an event that you have sponsored, you are making an important connection with readers and advertisers.

Conducting a marketing event is a sizable undertaking that can yield very lucrative results. Begin the planning process early, and use the steps listed below as a guide to help keep you on track.

## STEPS FOR ORGANIZING A SUCCESSFUL EVENT

1. Identify a topic or cause for your event.
2. Define your target audience.
3. Determine the date and time for your event.
4. Establish a budget.
5. Develop a planning timeline leading up to the event.
6. Select a venue.
7. Set realistic and targeted goals for the event.
8. Secure sponsors and exhibitors.
9. Develop a creative theme for the event.
10. Determine staffing needs.
11. Promote the event.
12. Prepare for the event.
13. Confirm all plans one week prior to the event.
14. Set up one day before the event.
15. Execute.
16. Conclude.
17. Begin planning for your next marketing event!

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## **IDENTIFY A TOPIC FOR YOUR EVENT:**

As the host of an event, you have full control over the event's content. Find events that are immune to economic cycles such as bridal shows or a seniors' expo. Select a topic that will resonate with your readers and members of your community. Consider the unique preferences of your local market. Your goal is to entice, entertain and enrich attendees. Identify the best forum to conduct your event – whether it is a large business expo, or a more intimate awards ceremony.

## **TARGET AUDIENCE:**

Who is the audience that you would like to attract to your event? Identify them by gender, age or any other distinguishing demographic or psychographic characteristics (sports enthusiasts, recently engaged, nearing retirement, etc.). Consider marketing to a secondary target audience as well. For example, if you are conducting a Seniors Expo, adult children of your target audience may be interested in accompanying their parents.

## **SCHEDULE THE EVENT:**

Select a date and time for your event that can easily and conveniently fit into the schedule of your target audience. If you are targeting adults who work full-time, plan your event for a weekend when they are more likely to be available.

## **ESTABLISH A BUDGET:**

Prepare a realistic budget for the event and adhere to it. Determine the price you will charge for admission and sponsorship/vendor opportunities and enter it as revenue on the credit side of your budget. Include expenses such as venue costs, catering, staffing, Internet fees, transportation, signage, collateral, gifts and giveaways, AV equipment rental, speaker costs, promotional materials design, printing and mailing costs, security, and insurance on the debit side.

## **DEVELOP A TIMELINE:**

Develop a detailed schedule of what you need to accomplish each week leading up to the event to help keep you on track with your planning, and add 3 - 4 weeks to account for the unexpected. Determine your agenda for the event, and how you will sell tickets to it (online, by phone, in-person, at the event, etc.).

## **SELECT A VENUE:**

Research and visit various facilities in your market that have enough space to accommodate your event factoring in such things as attendance estimates, vendor/sponsor display space requirements, and open spaces for a stage, gathering area, refreshments, etc. When you have selected a location, finalize the paperwork to secure the date.

## **SETTING GOALS:**

Clearly define the objectives for your event to help measure results. Do you want to secure an audience of a particular size or a certain number of sponsors? Do you want to sell a certain amount of tickets by an established date? What are your revenue goals? Be sure to include revenue goals from businesses (sponsors/exhibitors) and individuals (attendees).

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# EVENT WHITE PAPER (CONT.)

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## **SPONSORS/EXHIBITORS:**

A great way to offset the cost of hosting your own event is to offer sponsorship and exhibitor opportunities to local businesses that may or may not include display space. Tap into different budgets when making the sale because although a company's ad budget may be declining, their promotional budget is likely growing.

Design a marketing flyer that lists the details of the event (name, date, time, location, target audience) and include the proposed agenda in case someone is interested in sponsoring a particular segment of the event. Package together various levels of sponsorship opportunities at different price points. Include display space at the venue, logo placement on event materials including promotional pieces, ability to include promotional materials in the event welcome bag, signage opportunities, access to registrant list, sponsored email blast, and the possibility of a speaking opportunity.

Add a group of non-advertisers to your prospect list. Businesses that may not be advertising in your newspaper may be a good match for becoming a sponsor at your event if it targets their desired audience.

## **BRAND THE EVENT:**

Develop a theme for the event that can be incorporated into the venue, food, decorations and promotional materials. If you are developing a girl's night out event, use a glamorous color scheme of black, silver, pink and leopard print, for example. Serve beverages in cocktail glasses and keep the lighting dimmed. Ask guests to "dress to impress."

## **STAFFING:**

At a minimum, your staffing needs will include people at the registration table, individuals who are mingling with guests in the space the event is taking place, and people to coordinate the activities behind the scenes, as well as those who will ensure that speakers or performers are at their assigned place at the proper time. If you are providing refreshments, someone will need to keep tabs on restocking as necessary.

Many newspapers in Pennsylvania use their own staff members to man their events. They volunteer their time at the event in exchange for a day off. Don't forget to use this opportunity to sell newspaper subscriptions at your event – it's a no-extra-cost side benefit of the events business, so designate someone to assume this role.

## **PROMOTION:**

When investing so much time and energy into planning your event, ensure its success by communicating with your audience as early and often as possible. Frequent promotion will help to create top-of-mind awareness and increase attendance at the event.

Create excitement and interest in the event by promoting it through several touch points. As a news media organization, you have easy access to running house ads for the event in your newspaper, on your website and on newspaper rack cards. If you have the ability to do so, include promotion through your mobile product, email list, Facebook page, and through other social media outlets such as Twitter. Be sure to include social-sharing buttons across all of your marketing materials to enable easy and effortless sharing.

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# EVENT WHITE PAPER (CONT.)

If your budget allows, or if you can engage in a trade deal with another medium, you can complement your promotional efforts with radio, cable, broadcast, billboard or direct mail advertising.

Leveraging your sponsors/vendors is also a great way to promote an event. They can send emails to their database and promote the event through their social media channels, which adds more value than just promoting the event alone.

## CREATE A TIMELINE

A suggested promotional timeline is as follows:

### **8 weeks prior:**

- Develop a schedule for event promotions and announcements.
- Design visual elements to support your event across all media channels. Your graphic should be eye-catching and include relevant information about the event like name, location, date, time, hashtag, and a registration link.
- Create event pages on Facebook and LinkedIn and an event-themed Pinterest board.
- Assign a reporter, photographer and blogger to capture the event.

### **6 weeks prior:**

- Promote event through house print and web ads and social media up until the time of the event - 2-3/week.
- Set up a hashtag for your event on Twitter.
- Build Twitter lists to include speakers, sponsors and people who are already mentioning your event. Tweet and retweet this audience with your agenda.
- Engage in influencer outreach. Identify people who are known to be influential or experts about a topic that's relevant to your special event (such as a local wedding blogger if you are hosting a bridal expo), and send them a personal invitation to the event.
- Pre-arrange short video interviews with keynote speakers or other influential guests that can be posted to your website and social media accounts.

### **4 weeks prior:**

- Schedule a series of Tweets about your event and encourage sponsors to promote the event as well.
- Post the event on your Facebook page and refresh the copy every week leading up to the event. Be sure to include visual content, not just text.
- Promote your event on your LinkedIn profile and to any relevant LinkedIn groups to get some additional exposure. Encourage your employees to do the same.
- Pin event-related images to Pinterest board every week.
- Post promotional rack cards on your newspaper's boxes throughout your community.

### **3 weeks prior:**

- Send email invitation to your subscriber list.

### **1 - 2 weeks prior:**

- Send email welcome and reminder to those who have registered.

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# EVENT WHITE PAPER (CONT.)

## CREATE A TIMELINE (CONT.)

### At the event:

- Have someone monitor your Twitter account to engage with attendees and reply to any questions or comments.
- If you have a blogger on staff, ask them to do a live blog so you can engage your readers with details of the event.
- Interview attendees, speakers, sponsors and influencers to create blog and social media content.

## PREPARATION:

Distributing promotional bags filled with brochures and gift items is a nice way to greet your guests and provide them with a souvenir from your marketing event. Require your sponsors and exhibitors to provide something to go inside of it. Prepare the bags a week or so before the event, and be sure to have extras on hand. You don't want to run out of stock and have disappointed attendees.

Put together an emergency kit. It's always good to be prepared for anything that might come up. The contents of your kit might include: Pain relievers, upset stomach remedies, throat lozenges, band-aids, tissues, mini sewing kit, scissors, stapler and extra staples, scotch tape, pens, highlighters, sharpies, notepads, super glue, cell phone/laptop chargers, extra batteries, all-purpose cleaner.

## CONFIRMATION:

Contact sponsors, vendors, speakers, entertainers, staffers, reporters, photographers, bloggers, etc. one week prior to the event to confirm their participation and answer any last minute questions. Visit the venue and make any last-minute changes to the room layout, seating arrangements, technology requirements, or menu, as necessary. Confirm the delivery of any rental equipment, linens, food and drink, etc., and include the information on your event-day schedule.

## GET READY, GET SET...:

The day before the event, deliver the promotional bags to the event venue and set-up the registration table, sponsor/vendor area, and refreshment area, as well as address any other details that can be prepared in advance.

Create a detailed schedule to keep track of everything from the time the food arrives, to speaker schedules and staff changes throughout the day. Include contact information for all staff members on the schedule in case someone needs to be reached during the day. Print multiple copies and have them available at various touch points throughout the event.

Meet with those who will be staffing the event to review the schedule and discuss expectations. Representatives of your newspaper should act professionally. They should be neatly dressed and greet guests in a warm, friendly and approachable manner. Everyone should be clear on their position and purpose, and be aware that they should go out there as a team representing the newspaper.

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# EVENT WHITE PAPER (CONT.)

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## **GO:**

During the event, be sure that all guests, sponsors, vendors, etc. feel welcomed. Monitor the room temperature, and keep track of the registration table, gift bag supply, food and entertainment.

Be sure that someone is monitoring and posting to your social network pages. Being active on social media during the event is essential to your promotional strategy. Since the event is happening in real time, attendees often use social networks to get updates and to engage with other participants who are in attendance.

You can use a social monitoring tool such as HootSuite to look for mentions about the event. Retweet and reply back to interesting points and questions from attendees. Encourage employees who are attending the event to also contribute by posting updates, photos, and retweeting as well. This can help to spread the conversation across the socialsphere in real time.

Since Facebook is so visual in nature, be sure to post eye-catching photos of the event on your newspaper's page for attendees to view in photo albums after the event.

## **WRAPPING THINGS UP:**

Be sure to send a note to each sponsor/vendor, speaker or entertainer to thank them for participating in your event, and encourage them to be a part of any future events your newspaper may be organizing.

Send out post-event surveys to those who attended to measure the success of the event, and identify areas of improvement for the next time.

Gather feedback from staff members who were in attendance at the event to collect any additional anecdotal comments or concerns.

Compare the results of the event against the goals that were set early in the planning process to help measure success and identify opportunities for future improvement.

Now that your successful event has come to a close, your revenue-generating opportunities have not necessarily ended. Use the information that was gathered when planning the event, as well as the feedback received, as a content platform for a new product. Perhaps you conducted a very successful Kids Expo that reached an underserved market of young readers and their parents. Turn your success from the event into a new special section or magazine dedicated to kids. In addition to increasing your readership base, you will also be creating a new opportunity and revenue stream for your newspaper.

# SAMPLE EVENT SPONSORSHIP TEMPLATE

**Event Name:** Hometown Newspaper's Women's Expo

**Event Details:** The Hometown Newspaper's Women's Expo offers women age 18 - 65 the opportunity to spend a fun and informative day out with their female family and friends. The event will showcase the latest products and services for women, including: health and wellness, beauty, fitness, home, style, cooking, books, travel and much more.

**Date and Time:** Saturday, February 1, 2014 – 9:00 am - 3:00 pm

**Location of the event** The Grand Ballroom at the Center City Hotel

## AGENDA FOR THE EVENT:

**9 am:** Expo opens to public – *coffee and tea sponsorship available*

**9:30 am:** Cooking demonstration – *sponsorship available*

**10 am:** Fashion show begins – *gift bag sponsorship available*

**10:30 am:** Home makeover presentation begins – *sponsorship available*

**11 am:** Wellness screenings begin – *sponsorship available*

**11:30 am:** Hair makeover demonstration – *sponsorship available*

**12 pm:** Cosmetics demonstrations begin – *sponsorship available*

**1 pm:** Chair massages begin – *sponsorship available*

**2 pm:** Coffee bar opens – *sponsorship available*

## SPONSORSHIP PROGRAMS:

### **\$2,500 – Platinum Sponsorship Package**

- One sponsorship opportunity as listed in the above agenda (as available)
- 6-foot display table at the event
- Logo on event promotional materials
- Signage at the event
- Full-page ad in event program
- One-page collateral piece included in gift bag
- One sponsored email blast
- Introduction at sponsored session

### **\$1,500 – Gold Sponsorship Package**

- 6-foot display table at the event
- Logo on event promotional materials
- Signage at the event
- Half-page ad in event program
- One-page collateral piece included in gift bag
- One sponsored email blast

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# SAMPLE EVENT SPONSORSHIP TEMPLATE

## SPONSORSHIP PROGRAMS (CONT.):

### \$1,000 – Silver Sponsorship Package

- 6-foot display table at the event
- Logo on event promotional materials
- Signage at the event
- Quarter-page ad in event program
- One-page collateral piece included in gift bag

### \$500 – Bronze Sponsorship Package

- 6-foot display table at the event
- Logo on event promotional materials
- Signage at the event
- Business card size ad in event program
- One-page collateral piece included in gift bag

## SPONSOR AGREEMENT:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Terms & Conditions

*(add your own)*





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