



All Hits...All the Time

May 11, 2007

DIAMOND VALLEY... THE HEART OF THE COWBOY TRAIL TOURISM RADIO CAMPAIGN

Campaign

- Use the power of radio to help the Diamond Valley Chamber of Commerce achieve the following objectives:
 - Brand Diamond Valley... The Heart Of The Cowboy Trail as a tourism destination
 - Create awareness of area
 - Attract visitors to the area
 - Increase dollars spent in area
 - Encourage repeat visitors
- How? By creating a partnership between the Diamond Valley Chamber of Commerce, Diamond Valley Chamber Members, The Eagle 100.9 FM and Tourism Alberta.

Theme: The Cowboy Trail

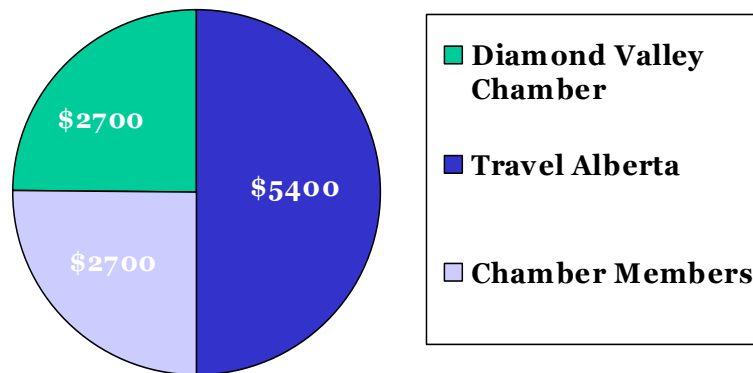
- Communities along the trail: Turner Valley, Black Diamond, Millarville, Longview
- Where one visit isn't enough. You'll return again and again - for the scenery, the western hospitality and the diverse adventures! The richness of contrasts begins with the land where the great open prairie is transformed into rolling foothills at the base of the magnificent Rocky Mountains. Here the Canadian "Old West" lives on. Home to cowboys and cowgirls, rodeos, artists' studios, unique shopping, farmers' markets, musical events and legendary horse races. Here you will find a variety of services - gift shops, cafes and eating establishments – each offering visitors its own brand of charm, character and friendly hospitality. Take time to enjoy the relaxed pace and atmosphere.

Action Plan

- 300 Diamond Valley... The Heart of the Cowboy Trail Tourism Branded Commercials
 - 25 x 60 second commercials/month x 12 months
 - 5 commercials/day x 5 days one week/month
 - 2 commercials each containing 3 businesses will rotate equally (150 mentions/business annually)
- 60 second ad format
 - Intro – Cowboy Trail – 10 seconds
 - Body – Diamond Valley– 25 seconds
 - Featured Business – 5 seconds
 - Featured Business – 5 seconds
 - Featured Business – 5 seconds
 - Extro – Cowboy Trail – 8 seconds
 - Extro – Travel Alberta – 2 seconds

Investment

- \$225 + GST/month by Diamond Valley Chamber of Commerce (matching 1:1 dollars per business)
- \$37.50 + GST/month per Chamber Member based on 6 members
- \$450 + GST/ month of co-op funding by Travel Alberta



- For this level of commitment the Diamond Valley receives a “value added bonus” of: 26 weeks of 10 second liners – rotating throughout the news or weather ie: The weather has been brought to you by “Diamond Valley... The Heart of the Cowboy Trail. Take a drive and experience hospitality the Old West way!”
1 liner/day, 7 days/week, 182 days/year
Value: \$2,366
- To participate, businesses must be tourism related and a Chamber Member – Annual Member Fee is \$ 75.00. Contact Barb Froud @ 933-7890.
- Costs are shared between the Diamond Valley Chamber of Commerce, Tourism Alberta and Chamber Members (depends on % of matching \$ from Tourism Alberta).
- The Diamond Valley Chamber of Commerce is billed for the Chamber and Members portion – Members pay the annual fee of \$450 in advance to the Chamber.

Method of Performance Measures

- The Diamond Valley Chamber of Commerce and Chamber Members will be required to evaluate the campaign using the following methods:
 - Website activity
 - Phone tracking – asking people where they heard of business
 - Guest book within each business to track where visitors are coming from

Kim Edwards, CRM
Sales Consultant
The Eagle 100.9 FM
403-995-9611