

## Santa Train Proposal

By Debbie Baer

10/07/14

Project Manager: Steve Habeck

Event Coordinator: Debbie Baer

Event Focus: EPCAN local food bank & Gift Shop Sales

Santa Train to run Dec 6, 13 & 20

Resources:

1. Plumas County Chamber of Commerce  
Free E-Blasts to members. Effectively getting the word out to local merchants.
2. WP Lives website; *event listing & donation requests*
3. Feather River Rail Society; *email solicitation requesting volunteers & donations*

Marketing Strategy:

Direct contact with local merchants, with banner and thank you ad in local newspaper. (Possible cost to produce the banner & cost for ad)

Advertising: *(to be discussed and negotiated)*

1. Feather Publishing CO.

(4 weeks) 3 X 5 Display Ad run Nov. 26, Dec 3, 10, 17....In the Portola Reporter & Quincy Bulletin \$364.00

Enhanced coverage: Website advertising thru Feather River Publishing

Main Page rotating banner.... \$45.00 per week or

Side Page \$35.00 per week

Sports Page stationary banner..... \$40.00 per week or

Side Page Box Ad with site or ad links... \$20.00

2. Reno Gazette Journal.

(2 weeks) 5" X 2.5" Display Ad run Dec 3 & 10 in the **Family Page** section that runs on Wednesday \$562.28

Sponsor Partnerships for larger ads available.

Food: Coffee, Hot Chocolate & Cookies

Local Donations

Santa & Mrs. Clause

Member sign-ups for volunteering thru the WP Lives website, Train Sheet & Ad in Portola Reporter and personal calls.