

## **FEATHER RIVER RAIL SOCIETY**

DATE: November 2019  
ITEM: New Business Item 2  
FROM: Eugene Vicknair

### **SANTA TRAIN ADVERTISING**

We are starting promotion for the Santa Trains.

We currently have a commitment by the City of Portola to cover \$350 of the advertising costs for Santa Trains. We are also looking at some ads in the Reno Gazette Journal and are working on getting a free PSA radio spot together.

I will be donating the printing of 11 X 17 and letter size posters.

REQUEST: Approve \$600 budget for Santa Train advertising to match the City donation and to use for possible Reno Gazette Journal and social media advertising. Assign to Advertising Line Item.