



PROMOTERS
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THE FOURTH ANNUAL SANTA ROSA MYSTIC FAIR ADVERTISING SPONSORSHIP PACKAGES

The Santa Rosa Mystic Fair offers a wonderful opportunity to reach a large group of consumers with disposable income. 2016 will mark our 4th anniversary bringing quality entertainment to Sonoma County. The Santa Rosa Mystic Fair brings together amazing artists and alternative healing professionals featuring a wide range of services. Our attendance numbers have grown nearly double with each event. Each year we have greatly expanded our advertising reach and it has resulted in a direct increase in attendance numbers.

We are reaching out to our local business leaders for a cooperative advertising campaign. With support for the extensive publicity push for our next event, we can all reach a very large pool of consumers. Your brand name will go out on multiple platforms that are all launched at the same time to maximize exposure. The best part is that your investment in this type of advertising is a fraction of the cost it would take to reach on your own.

This September will launch the bulk of our multi-layered press coverage for this year's event on October 15th & 16th.



The main layer will be airing a 30 second ad for every movie playing at the Roxy Cinema in beautiful Downtown Santa Rosa during the entire month leading up to the fair. We are also running radio ads during key traffic hours to reach the traveling consumers.

Our next layer involves an extensive Online media push that will directly reach thousands of consumers over the course of the month. They will find us through Online advertising such as Facebook and Twitter along with a massive email campaign targeting very specific local demographics. All traffic that leads to our website will find even more advertising for your company.

And finally we have a print campaign that features advertising in local newspapers as well as extensive road signs and banners located inside the venue showcasing your company through the entire event.

On the following page please review the different package options you can select to join us in making a wonderful event. We hope you will join us.

Thank you.

