



### **Triad Local First Buy Local Season**

During the time period November 15- December 31, Triad Local First is planning to spend \$6000 on marketing to raise awareness of the importance of spending holiday dollars at our **LOCALLY OWNED, INDEPENDENT BUSINESSES**. The breakdown of how this spending will be allocated is as follows:

Radio spots, \$1000

2 billboards, 2 weeks each: \$2,000

Jingle Mob (December 9<sup>th</sup>) Promotion \$500

Print media ads, spread over 2 media partners \$1900

Talk of the Town Coupon to 40,000 addresses \$600

**If we had \$6000 more, we would spend it on additional print media ads promoting the “Buy Local” message, and we would reprint an updated TLF brochure.**

FYI, last year we spent marketing dollars as follows during “Buy Local Season”

Billboards \$2000

News and Record Sticker \$1400 (we would not do this again)

TLF Gift Guide printing \$3200 (we won't be doing a Gift Guide this year)

Gift Guide Distribution \$750