



## **Exhibit A 1 Media Plan**

### **Event Description**

The Louisiana Cajun-Zydeco Festival celebrates the rich traditions of southwest Louisiana. The combination of rollicking two-step music and spicy seafood are a potent example of how we in Louisiana love to "pass a good time." With two stages of music and free dance lessons, the Louisiana Cajun-Zydeco Festival presents the most venerable of our elder musicians along with the hottest young acts, which have included Grammy winners and nominees such as BeauSoleil, Terrance Simien, Steve Riley and many more.

The festival takes place in New Orleans' historic French Quarter in early June. The Louisiana Cajun Zydeco Festival hires approximately 130 Louisiana Musicians, and draws musicians from mostly rural parts of southwestern Louisiana. The annual Talent budget for this event is approximately \$40,000.

### **Goals and Objectives**

The Louisiana Cajun-Zydeco Festival goal is to feature the best Cajun and Zydeco bands in the world and to provide economic opportunities for music and visual artists by bringing a broad, discerning audience that would not otherwise experience the distinct culture of southern Louisiana.

Objectives to achieve this goal include booking Grammy-winning artists such as Buckwheat Zydeco, Beausoleil, and Terrence Simien & the Zydeco Experience; and include Louisiana seafood, traditional Cajun and Zydeco dancing, and an assortment of local craft vendors and artists sharing their work.

### **Target Audience(s)**

The Louisiana Cajun-Zydeco Festival's target audience is drawn from the four tiers of tourism markets identified by the Louisiana Office of Tourism, with special emphasis on expanding tiers 2 (longer drives and longer stays) and 3 (significant US and Canadian markets) from previous years' attendance rates.

*Tier 1:* In-state markets will be reached through spots on Cajun-Zydeco radio programs on public stations such as KBON, KRVS, and KLSU; print advertisements in local papers; on-line advertisements on news web sites; and billboards along I-10 in Louisiana and Mississippi and I-12 in Louisiana. The Jazz & Heritage Foundation will undertake this marketing campaign in the 30-60 days leading up to the festival to attract vacationers planning both weekend stays and day trips.

*Tier 2:* The Foundation's strategies for targeting Tier 2 markets will be similar to those used for Tier 1, with peak marketing exposure occurring between 30 and 90 days before the festival. We will also use Facebook ads targeted to the 5-state Gulf region to reach this audience. We hope that this will give vacationers time to plan a longer stay in New Orleans.

*Tier 3:* Key potential audiences in U.S. and Canadian markets can be divided into two groups: 1) Zydeco fans living outside of the Gulf Coast area, and 2) folk music fans drawn by the world-class talent featured in our program and attracted to New Orleans as a tourist destination in its own right.

- 1) Pockets of Zydeco enthusiasts can be identified through high concentrations of Zydeco festivals, radio programs, and performances that occur in specific locations across the United States. The

Jazz & Heritage Foundation will reach these audiences through advertisements during Cajun-Zydeco radio programs occurring 30-60 days prior to the festival. We will also appeal to this group through targeted YouTube and Facebook advertisements, which will be shown to users watching Cajun-Zydeco videos (i.e. Beau Soleil, Buckwheat Zydeco, Lost Bayou Ramblers) on YouTube or who are fans of related pages (i.e. Zydeco, Cajun Zydeco, Jazz & Heritage Foundation) on Facebook.

- 2) The second group of potential festival attendees – folk and roots music fans who may or may not be familiar with the Cajun-Zydeco style – can be reached through national publications and radio programs designed specifically for folk music audiences. National Public Radio’s “American Routes,” the foremost radio program for traditional American music, is broadcast to 502 radio frequencies across all 50 states. We will dedicate a large portion of our marketing budget to advertising spots on this program starting 60 days prior to the festival. We will also place advertisements in national folk magazines such as “Old Time Herald,” “Sing Out!” and “Bluegrass Unlimited.” The Cajun-Zydeco Festival has the benefit of a co-sponsoring festival – the Louisiana Seafood Festival – to make it a robust vacation destination with a diverse appeal. To appeal to new and casual fans, our program includes Cajun and Zydeco dance lessons and a chef demonstration stage. Its location is also an asset, as many visitors will see southeast Louisiana as an attraction in itself. Ninety-five percent of New Orleans tourists enter the French Quarter, giving additional exposure to the festival and making it an easy location for returning visitors to the city. We think that our festival has the potential to convert folk music fans to Cajun and Zydeco enthusiasts, thus bolstering the market for other Cajun-Zydeco festivals and performers in Louisiana. Advertising placements in national magazines will be published between January 1 and May 15 to give ample time for long-distance vacation planning.

*Tier 4:* International markets will be reached through efforts in conjunction with the convention and visitor’s bureau, and advertising on WWOZ, which streams internationally.

#### **Additional Deliverables**

- A logo on the Foundation Louisiana Cajun & Zydeco Festival page linking to the Louisiana Office of Tourism’s web site
- Ads and editorial coverage in local and regional publications
- Official event program guide distributed on-site
- Local Radio promotions and the festival will be broadcast live on WWOZ 90.7-FM
- online ads
- stage signage (2 stages)
- Printed schedules at event

#### **5.) Performance Measures**

The Jazz & Heritage Foundation monitors and assesses the success of our events with several tools. We use objective tools to estimate the number of audience members and if the audience base has grown from a previous year. Since the Louisiana Cajun/Zydeco Festival is a free festival, we are able to assess audience figures through rough count estimations of audience segments and vendor sales. We use qualitative methods to assess our programming by polling audience members for both statistical data and for feedback on their experiences. We also poll all vendors, performers and staff members for their suggestions and level of satisfaction of the event. This information is compiled in a report that is then reviewed by staff after the event and is used in the planning of subsequent events and festivals.

**Exhibit A2  
 Media Plan**

**Print Placement (Magazine, Newspaper)**

\* approximate value

Publication Name	Audience Reach	Ad Size/ Color	Issue Date	Circulation No.	Budgeted Cost	LOT Request
Lafayette Times of Acadiana	Lafayette Region	4"x6"	September	44,000	\$252.00	\$-----
Independent Weekly	Lafayette Region	4"x6"	September	50,000	\$632.00	\$-----
				<b>Totals</b>	<b>\$884.00</b>	<b>\$-----</b>

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted Cost	LOT Request
KBON	Lafayette, LA	10 :15-sec spots /week for 2 weeks w/ 50% of spots in "bonus" times: Sunday 12pm-9pm or M/T 6pm-9pm (100 total)	30 days prior to festival	\$510.00	\$-----
KRVS	Lafayette, LA	4 spots a week for 5 weeks (20 total)	4 weeks prior to festival	\$990.00	\$-----
KLEJ	Rayne, LA	10 15-second spots per week for 2 weeks (100 Total)	30 days prior to festival	\$500.00	\$-----
			<b>Total</b>	<b>\$2,000.00</b>	<b>\$-----</b>

**Outdoor Placement (Billboards)**

Location	City, State	Size	Dates	Budgeted Cost	LOT Request
Biloxi/Gulfport metro MS	Gulfport, MS	20'x30'	April / May 2015	\$1,250.00	\$625.00
Baton Rouge, LA I-10 panel 70386	Baton Rouge, LA	14'x48'	April / May 2015	\$1,250.00	\$625.00
Baton Rouge, LA I-10 panel 70387	Baton Rouge, LA	14'x48'	April / May 2015	\$1,250.00	\$533.50
			<b>Total</b>	<b>\$3,750.00</b>	<b>\$1,783.50</b>

**Online Placement (Website)**

Web Site Name	Web Site Address	Dates	Budgeted Cost	LOT request
The Daily Advertiser	<a href="http://www.theadvertiser.com/">http://www.theadvertiser.com/</a>	30 days	\$500	\$-----
			<b>Total</b>	<b>\$500</b>

**Exhibit B**

LA Cajun Zydeco Festival 2015	Detail	LA LOT	Notes
<b>Income</b>			
<b>Foundation Revenues</b>	<b>\$59,000.00</b>		
<b>Private/Government</b>			
<b>Private/Government</b>	<b>\$14,567.00</b>	<b>\$1,783.50</b>	
<b>Louisiana Office of Tourism</b>	<b>\$3,567.00</b>	<b>\$1,783.50</b>	
Abita	\$5,000.00		
to be announced	\$6,000.00		
<b>Festival Revenues</b>	<b>\$48,950.00</b>		
Beverages Sales	\$30,000.00		
Crafts Booth Rental	\$4,000.00		
Food Booth Rental	\$10,000.00		
Tshirts/CDs	\$5,500.00		
<b>Total Income</b>		<b>\$122,517.00</b>	<b>\$1,783.50</b>
<b>Expenses</b>			
<b>Salary and Benefits</b>	<b>\$10,017.72</b>		
<b>Administrative Expenses</b>	<b>\$1,550.00</b>		
Travel -- Hotel / Airfare	\$300.00		
Insurance-Building/Liability	\$1,250.00		
<b>Development/Program expenses</b>	<b>\$101,300.00</b>		
Total Contract Labor/Prof Service	\$12,500.00		
Merchandise	\$2,500.00		
Security Festival	\$5,000.00		
Stage Production	\$18,600.00		
Artist Fees	\$40,800.00		
Catering	\$2,000.00		
Facilities and Technical	\$17,400.00		
Photography/Videotaping	\$1,000.00		
PR/Marketing/Design	\$1,500.00		
<b>Advertising</b>	<b>\$9,270.00</b>	<b>\$1,783.50</b>	
Local Marketing/Advertising	\$5,690.00		
Out-of-region Marketing/Advertising	\$3,580.00	\$1,783.50	see media plan
<b>Total Expenses</b>		<b>\$122,137.72</b>	<b>\$1,783.50</b>