



## **Exhibit A 1 Marketing Plan**

**EVENT DESCRIPTION:** The Greater Iberia Chamber of Commerce has requested funding from the Louisiana Office of Tourism on behalf of The World Championship Gumbo Cookoff, a Cajun food festival centered around the love and making of gumbo. Currently celebrating its 25<sup>th</sup> year, the festival is one of the largest fall events along the Southern coast, attracting national and international attention. The event promotes Louisiana tourism with its excellent food and celebration of the Cajun Lifestyle. Funds will be used to attract regional attention and attendance to the event. The project scope includes expanded regional marketing initiatives, event development and event sustainability. The funds given, will be leveraged to impact event promotions for 2014.

**GOALS/OBJECTIVES: GOAL:** To increase regional attendance to the World Championship Gumbo Cookoff and promote the festival as a tourist destination.

**OBJECTIVE:** We plan to add diverse components to the event, involving more community and public interest, by building collaborations and garner further corporate participation.

**OBJECTIVE:** Promote the World Championship Gumbo Cookoff through greater and new regional marketing initiatives.

**TARGET AUDIENCE:** Adults 20 – 75, New Iberia and surrounding city residents, Weekend-ers, Snowbirds, Foodies, Spontaneous travelers, Active band performer followers.

**ADDITIONAL INFORMATION:** We believe adding the LOT logo to promotional materials will elevate our event in the eyes of the public, particularly to those who have never attended before. We plan on adding the LOT logo to specific promotional materials where we believe this partnership will be received the best. The LOT logo will also be featured in our Sponsorship page on our event website.

**PERFORMANCE MEASURES:** We plan to use community events during the event to retain information from attenders during the weekend. We're also in talks with using a system to monitor the number and locations of where our press releases get picked up.

**Exhibit A2  
 Media Plan**

**Print Placement (Magazine, Newspaper)**

Publication Name	Market(s)	Ad Size	Issue Date	Circulation No.	Budgeted Cost	Match Amount
The Independent	Lafayette region	1/2 pg	Sep	12,000	\$1,297.00	----
Where Y'at	New Orleans region	¼ pg	Aug/Sep	55,000	\$1,400	694.27
Acadiana Gazette	Lafayette, Region	½ pg	1 Wk Oct	8,000	\$200.00	----
American Press	Lake Charles region	½ pg	1 Wk Oct	12,000	\$400.00	----
Daily Iberian	Iberia Parish	½ pg	2Wk Sep/Oct	15,000	\$705.18	----
<b>Totals:</b>					<b>\$4,002.18</b>	<b>\$694.27</b>

**Broadcast Placement (Radio/Television)**

Station Call Letters	Designated Market Area (DMA)	Spot length/ Frequency	Broadcast Dates	Budgeted Cost	Match Amount
KTDY 99.9		6 news/traffic	10/9- 10/11	\$280.00	----
KMDL 97.3		6 news/traffic	10/9- 10/11	\$280.00	----
KYBG 102.1		6 day/remote	10/9- 10/12	\$500.00	----
Cox Media	TV – South LA, Pensacola to Gainesville regions	6/:30 a day	10/1- 10/12	\$3,500.00	1,750.00
Cox Media	Across Louisiana – Acadiana region		10/3 – 10/10	\$3,500	----
<b>Totals:</b>				<b>\$8,060.00</b>	<b>\$1,750.00</b>

**Outdoor Placement (Billboards)**

Location	City, State	Size	Dates	Actual Cost	Match Amount
Center St. and Hwy 90	New Iberia, LA	10x35	9/15 – 10/15	N/A	N/A
<b>Totals:</b>				<b>\$ 0</b>	<b>----</b>

**Interactive Advertising / Web Banners**

Website Name and Address Ex: the Advocate / www.theadvocate.com	Target Audience / Reach	Dates	Actual Cost	Match Amount
Country Roads Magazine Countryroadsmag.com	Regional	9/20 – 10/13	\$350.00	----
Where Y'AT	Acadiana region		\$0	----
<b>Totals:</b>			<b>\$350.00</b>	<b>\$----</b>

**Total Budgeted Marketing: \$12,412.18**  
**LOT Grant: \$2,444.27**

**Exhibit B  
 Budget**

**Anticipated Income or Revenue**

<b>Sources of Revenue</b>	<b>Amounts</b>
Cash on Hand	\$3,500.00
Admission/Ticket Sales	\$156,000.00
Participant and Entry Fees	\$15,050.00
Vendors	\$11,500.00
Other earned income (itemized)	\$
Itemized income	\$
Federal Grants	\$
Listed source	\$
State Grant	\$
Listed source	\$
Community/Foundation Grants	\$
Listed source	\$
Corporate Support	\$5,700.00
Fundraising	\$1,250.00
LOT Grant	\$2,444.27
In-kind Donations	\$7,000.00
<b>Total Expected Revenue</b>	<b>\$202,444.27</b>

**Anticipated Expenses**

<b>Expense Categories</b>	<b>Total Amount</b>
Entertainment – Artist Fees	\$12,900.00
Professional & Contract services Sound, Lights	\$500.00
Logistics Expense – Shipping, Transpiration, etc.	\$44,458.25
Insurance	\$2,204.05
Facility Rental	\$4,800.00
Security Services	\$8,850.00
Marketing and Advertising	\$12,412.18
Promotional Items	\$8,547.92
Office Supplies	\$13,099.06
Hospitality and Culinary Services (Staff)	\$8,528.69
Food and Beverage	\$46,470.99
<b>Total Expense:</b>	<b>\$162,771.14</b>