



**Exhibit A 1**  
**Marketing Plan**  
**Return to the 50's Classic Car Show**

**Event Description**

In 2008 the Historic District Business Association, Inc. was looking for a venue that would bring visitors to Front Street. Most events and festivals in Natchitoches are held on the riverbank below Front Street and visitors attending those events mainly disregarded the merchants and restaurants on the street above. With the Classic Car Show, over 300 vintage cars are parked on both sides of Front Street and visitors are walking into the shops and eating at the restaurants. There is a captive audience all day by offering 50s music throughout the day along with the vintage cars, visitors and participates alike have a venue that is enjoyable for all ages.

This event has grown each year bring car enthusiast from around the south into our historic district and through our state, it has become known as the best car show in the state of Louisiana and tops in the region.

**Goals and Objectives**

The goal of the Natchitoches Historic District Business Association, Inc., Inc. is to bring visitors to the downtown historic shopping district to increase our sales; promote our downtown area and entices locals to become more familiar with what is available in the downtown area. This event has an opportunity to grow beyond Front Street and the riverbank area along Cane River to include more of the Landmark Historic District encouraging car owners to continue to exhibit their vehicles and bring their family and friends.

**Target Audience(s)**

All demographics within a 250-500 mile radius of Natchitoches Parish.

**Marketing & Promotional Strategies**

See attached for detailed plan.

**Additional Deliverables**

- 2000 flyers and posters are printed for this event to be distributed at Cars Shows throughout the southern regional states that will include the LOT logo and LouisianaTravel.com website listed.
- LOT logo and LouisianaTravel.com website listed on the event website natchitochescarshow.com, started in September 2012 with over 12,000 visitors to date and increasing yearly.

**Performance Measures**

- This is a free event and tracking & evaluation measures will be determined by the number of registered car owners and visitors. There will be free tickets handed out at all entrances for a drawing to aid in obtaining the attendance count.
- Tax receipts from the downtown retailers and restaurants will be collected for October, with increase or decrease in collections being a indicator of marketing performance.
- Occupancy numbers will be noted from the area hotels & bed & breakfast inns as well.

**Exhibit A2  
 MEDIA PLAN  
 Return to the 50's Classic Car Show**

**Print Placement (Magazine, Newspaper)**

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Budgeted Cost	LOT Match
Cruisin Style Magazine	Nationwide	½ page	2 issues – July & September	160,000	\$700.00	\$350.00
<b>TOTALS</b>					<b>\$700.00</b>	<b>\$350.00</b>

**Placement (Radio/Television)**

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budget Cost	LOT Match
KJAS – 107.3 FM & KFAH 99.1 FM	KJAS -30 Mile Radius from Jasper TX KFAH-30 Mile radius from Pineland	80/30	9/27-10/4	\$640.00	\$320.00
KLAX	Alexandria/Pineville DMA HHS 88,330			\$1,350.00	\$675.00
<b>TOTALS</b>				<b>\$2,690.00</b>	<b>\$1025.00</b>

**Advertising Totals      \$2,690      \$1,345.00 (1,015.00 )**

Note: All media will include official LOT logo & LouisianaTravel.com.

**Exhibit B  
Event Budget**

**Return to the 50's Classic Car Show**

**Natchitoches Historic District Business Association, Inc.**

<u>Sources of Revenue</u>	<u>Amounts</u>
Registration Income	\$ 9,350
Sponsorship Income	\$ 7,500
LOT Grant	\$ 1,015
Fish Fry Income	\$ 1,500
<b>Total Expected Revenue</b>	<b>\$ 19,365</b>

<u>Expense Categories</u>	<u>Amount</u>
Advertising	\$ 2,690
Entertainment	\$ 4,800
Rentals	\$ 2,050
Food Cost	\$ 2,500
Signage	\$ 600
Plaques and Award Supplies	\$ 1,500
T-shirt Purchases	\$ 400
Security	\$ 250
Web Design	\$ 750
Bags given away	\$ 125
Meeting Costs	\$ 500
Printing	\$ 500
Poker Run	\$ 1,000
Radios	\$ 100
Internet/Paypal Charge	\$ 100
Other	\$ 250
<b>Total</b>	<b>\$ 18,115</b>