**Missoula TBID Event Grant - Marketing Plan Addendum**

**OVERVIEW:**

1. What is the marketing strategy for this event?
2. How do plan to market and promote Destination Missoula and the Missoula TBID should you receive grant funding?

**TARGET MARKETS:** (A target market is a particular group of people at which the event is aimed – i.e. age, income, location, interests, etc. Please briefly describe each target market for the event.)

* Target market #1
* Target market #2
* Target market #3
* Add more as needed

**MARKETING METHODS:** (Which methods will be used to promote the event? Please fill out details below in applicable methods. Remove or add methods as needed.)

* Website
* Social Media
* Mailing lists (email, text, app)
* Radio/Podcasts
* Press Release
* Television
* Digital Marketing
* Out of Home (Billboards, posters, etc.)
* Event Calendars
* Other Events
* Other Methods?

**MARKETING REACH:** (Which best describes the reach of the attendees potentially coming to the event)

* State, Regional, National, or International

**BRANDING/DESIGN:**

(Explain or show examples of logo/design for event)