

**VIRGINIA CITY TOURISM COMMISSION - "GENERAL" MARKETING CALENDAR
FY 19-20**

PROJECT NAME	AGENCY	CONTACT PERSON	CONTACT INFORMATION	COST ALLOCATION	SPONSORSHIP	APPROVED FY BUDGET	GRANT MATCH	CREATIVE \$	MEDIA START DATE	MEDIA END DATE	COMMENTS
PRINT											
Comstock Chronicle	local	Tiffany Dubois		\$1,200				\$400			
Hotel Rack Card	local	Deny Dotson	775-847-7500	\$1,500				\$400			
Reno Tahoe Getaway Planner	Morris	Susan Obrein	775-831-2094	\$900				\$400			
Reno Lake Tahoe Guestbook	Morris	Susan Obrein	775-831-2094	\$2,800				\$400			
North Lake Tahoe Guide Book	Morris	Susan Obrein	775-831-2094	\$600				\$400			
Hotel Flyer	local	Deny Dotson	775-847-7500	\$1,500				\$400			
Travel NV Visitor Guide	NV Magazine	Adele Hoppe	775-687-0605	\$3,000				\$400			
Reno-Tahoe Airport - VC Brochures	Clear Channel	Christopher Muniz		\$8,000				\$500			
Nataqua News	Nataqua News	Kathy Sholer	530-208-6600	\$1,500				\$0			
Virginia City Visitor Guide Update Reprint	RAD	RAD	775-323-6333	\$5,000				\$1,000			
Virginia City Special Event Calendar	RAD	RAD	775-323-6333	\$2,000				\$800			
General Creative	Antos Agency	Chad Antos	775-284-7917	\$2,000				-			
SPECIAL EVENTS											
Sponsor Agreements	Outside	HAN_St. Vibes			\$35,000			\$1,000			
Sponsor Agreements	Local	Misc			\$20,000			\$500			
VCTC managed events	RAD	RAD	775-323-6333	\$32,000				\$4,000			
OUTDOOR											
Moundhouse	CBS Outdoor	Jenna Shoemaker	209-466-5021	\$8,000				\$800			
Virginia City - Snipes	VCTC	Deny Dotson	775-847-7500	\$1,500				\$500			
New production	VCTC	Deny Dotson	775-847-7500	\$1,000							
TRI	Lance	Deny Dotson	775-847-7500	\$5,000				\$800			
RADIO (on-line)											
	Pandora			\$25,000				\$1,000			
TV											
General Commercial	NV Broadcasters			\$10,000							
General Commercial	Tahoe TV			\$5,000							
VIDEO											
Production	Bourns Production	Tyler Bourne	775-230-4832	\$6,000							
SOCIALS											
Facebook	RAD	RAD	775-323-6333	\$8,000							
Instagram	RAD	RAD	775-323-6333	\$3,000							
Influencer Outreach	RAD	RAD	775-323-6333	\$6,000							
ON-LINE											
Google Ad Words	RAD	RAD	775-323-6333	\$2,000				\$500			
Eblasts / Newsletters	RAD	RAD	775-323-6333	\$5,000				\$500			
Banner Ads	RAD	RAD	775-323-6333	\$10,000				\$1,600			
Cemetery Gin	RAD	RAD	775-323-6333	\$3,000				\$500			
				\$160,500	\$55,000	\$0	\$0	\$16,800			