

Freedom Fest Marketing Campaign Timeline (v. 2-11-19/1): 28-30 June 2019

Date / Minus	Description	Location	Start Date	Stakeholders
90 days				
Official Post	Official Artwork displayed	Web and Social Media	3/18/19	
Posters	22x28	All high traffic locations	3/28/19	
Indoor Banners	3'x6' Standing Banners	All high traffic locations	3/28/19	
E-mail Campaign	Mass E-Mail Marketing	Fort Carson E-mail List/PAO E-mail List	3/28/19	
Out & About	¼ Page Ad in Mountaineer	Post-wide distro. and subscription service	3/28/19	
ARMP Monitors	Full color monitor ad	Located at 20 MWR facilities	3/28/19	
Digital Billboard	Full color billboard ad	Located at Gates 4 and 20	3/28/19	
60 days				
CIE	Garrison Calendar of Events	Distributed to garrison newcomers	4/28/19	
Social Media Post	Online Post	Facebook, Instagram and Twitter	4/28/19	
Paid Search	Google AdWords Campaign	Google AdWords (ending after completion of event)	4/28/19	
30 days				
PAO	Email announcement	Fort Carson email list	5/28/19	
CIE	Garrison Calendar of Events	Distributed to garrison newcomers	5/28/19	
Facebook Ad	Digital Ad valued at .30/click	Maximum 1000 clicks	5/28/19	
Social Media Post	Online Post	Facebook, Instagram and Twitter	5/28/19	
E-mail Campaign	Mass E-Mail Marketing	Fort Carson E-mail List/PAO E-mail List	5/28/19	
EDDM Mailer	Direct mail to target audience	Target zip codes	5/28/19	
2 weeks				
PAO	Email announcement	Fort Carson email list	6/14/19	
Social Media Post	Online Post	Facebook, Instagram and Twitter	6/14/19	
Day of Event				
Social Media Post	Online Post	Facebook, Instagram and Twitter	28-29 June 19	
Event Updates	Hourly updates online	Facebook, Instagram and Twitter	28-29 June 19	
Various Dates				
Newcomers	Briefs to soldiers and officials	Every Tuesday	3/28/19	
Cross mktg. at event	Flyers and event info	Varies	VARIOUS	
BOSS Meetings	Announcement at meetings	Varies	VARIOUS	

Print	Description	Quantity	Price	Total
Posters (standard)	22"x28" Event artwork and information	30	\$1020.00	
Out & About	Full Pg. ad in Out & About section of Mountaineer	10	\$0.00	
Indoor Banners	3'x6' X-Stand Banner	27	\$2700.00	
Hanging Banners	5 x 10'	6	\$1200.00	
Hanging Banners	4' x 8'	18	\$2700.00	
EDDM Mailer	Postcard	3000	\$1800.00	
Outdoor Static Billboards	Static billboards visible from city roads and interstate	3	\$8520.00	\$17940.00
Web				
MWR Website	Digital flyer on carson.armymwr.com		\$0.00	
Comm. Calendar	Garrison community calendar		\$0.00	
Carson Website	Garrison PAO website		\$0.00	\$0.00
Social Media				
Facebook Ad	Digital Ad targeted towards a particular demographic	Boost	\$400.00	
Facebook	Dig. flyer and update on all Facebook pages	Boost	\$400.00	
Twitter	Digital flyer and status update on Twitter		\$0.00	
Instagram	Digital flyer and status update on Instagram		\$0.00	\$800.00
Email Distribution				
PAO	Email flyer and event information		\$0.00	
FRG	Email flyer and event information		\$0.00	
ACS-Mayoral Prog.	Email flyer and event information		\$0.00	
Ft. Carson Chapels	Email flyer and event information		\$0.00	
Constant Contact	Email distributed email marketing contact list		\$0.00	
Peterson AFB PAO	Email flyer and event information		\$0.00	\$0.00
Digital Media				
ARMP Monitors	Event info displayed on digital monitors at facilities		\$0.00	
Lamar Billboard	(2) 11'x35' Full color ad displays at Gates 4/20		\$0.00	\$0.00
Video/Photography		Hours		
Video Production	Adhere to predefined shot list for video	10	\$500.00	
Still Photography	Adhere to predefined shot list for photographs	10	\$500.00	\$1000.00
Other				
Newcomers	Brief to inform soldiers and official of MWR Programs	12	\$4800.00	
Cross. Mktg. Opps.	Opportunity to disseminate event info. at other events			
BOSS Meetings	Better Opportunity for Single Soldiers - monthly meeting			\$4800.00
Total Cost	\$24540.00			

Standard Static Marketing Products for MPL Tent Pole Events:

HIGH TRAFFIC LOCATIONS	HANGING BANNER	QUANTITY	STANDING BANNER	QUANTITY	POSTER	QUANTITY	TOTAL	COST
AAFES MAIN PX	5" X 10"	1	3' X 6'	1	22" X 28"	2	4	\$ 418.00
COMMISSARY	4' X 8"	1	3' X 6'	1	22" X 28"	2	4	\$ 318.00
SRP/DMV	4' X 8"	4	3' X 6'	4	22" X 28"	8	16	\$ 1,272.00
HOSPITAL	4' X 8"	4	3' X 6'	4	22" X 28"	6	14	\$ 1,204.00
DFAC's	4' X 8"	4	3' X 6'	4	22" X 28"	8	48	\$ 1,272.00
MWR PFC's	5" X 10"	2	3' X 6'	4	22" X 28"	8	56	\$ 1,272.00
4ID HQ	4' X 8"	1	3' X 6'	1	22" X 28"	2	4	\$ 318.00
DEERS	4' X 8"	1	3' X 6'	1	22" X 28"	1	3	\$ 284.00
GARRISON HQ	4' X 8"	1	3' X 6'	1	22" X 28"	1	3	\$ 284.00
AAFES MINI-MALL	4' X 8"	2	3' X 6'	2	22" X 28"	4	8	\$ 636.00
MWR ODR	5" X 10"	1	3' X 6'	2	22" X 28"	4	7	\$ 636.00
GOLF COURSE	5" X 10"	1	3' X 6'	1	22" X 28"	2	4	\$ 418.00
SHOOTING COMPLEX	5" X 10"	1	3' X 6'	1	22" X 28"	1	3	\$ 384.00
TOTAL COST FOR STATIC MATERIALS PER EVENT								\$ 8,716.00
ALL COSTS ARE ESTIMATES								
ALL NON-MWR FACILITIES WILL REQUIRE PRODUCT INSTALLATION SUPPORT PER OPORD								

Event Requirement Deadlines:

Work Order	Requirement	Action
	Work Order Completed	Customer completes a detailed description of Artwork required for Event. Designer will forward Proof 1 within 11 business days .
Proof 1		
	Proof 1 due to customer	Designer forwards Proof 1 to customer for approval or changes
	Customer approval due	Customer has 3 business days to approve proof or make changes. If changes are requested, the designer will have 3 business days to complete changes and forward Proof 2 to customer.
Proof 2		
	Proof 2 due to customer	Designer forwards Proof 2 to customer for approval or changes
	Customer approval due	Customer has 3 business days to approve proof or make changes. If changes are requested, the designer will have 3 business days to complete changes and forward Proof 3 to customer.
Proof 3		
	FINAL Proof Submitted for Approval	Designer forwards FINAL Proof 3 to customer for approval. Additional fees will be applied for any further changes. Overall Marketing may be delayed.
	Customer approval due	Customer has 3 business days to approve proof or make changes. If changes are requested, the designer will have 3 business days to complete changes and forward Proof 4 to customer.
Event Signage		
	Work Order for Event Signage Completed	Customer submits a work order with a list of event signage requirements
	Designer forwards sign proofs to customer	Customer must approve within 3 business days.
After Event Follow Up		
	After Action Report (AAR)	Customer meets with Marketing Specialist to discuss event marketing results and provide feedback.