

## Living History Day Marketing Campaign Timeline (v. 2-11-19/1): 18 May 2019

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

Print	Description	Quantity	Price	Total
Posters (standard)	27"x40" Event artwork and information	30	\$1920.00	
Trifold Agenda	8.5" x 11" trifold heavyweight paper	2000	\$3000.00	
Hanging Banners	5 x 10'	0	\$0.00	
Hanging Banners	4' x 8'	0	\$0.00	
EDDM Mailer	Postcard	3000	\$1800.00	
Outdoor Static Billboards	Static billboards visible from city roads and interstate	3	\$8520.00	\$15240.00
<b>Web</b>				
MWR Website	Digital flyer on <a href="http://carson.armymwr.com">carson.armymwr.com</a>		\$0.00	
Comm. Calendar	Garrison community calendar		\$0.00	
Carson Website	Garrison PAO website		\$0.00	\$0.00
<b>Social Media</b>				
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
<b>Email Distribution</b>				
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
<b>Digital Media</b>				
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
<b>Video/Photography</b>		<b>Hours</b>		
Video Production	Adhere to predefined shot list for video	20	\$1000.00	
Still Photography	Adhere to predefined shot list for photographs	10	\$500.00	\$1500.00
<b>Other</b>				
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
<b>Total Cost</b>	<b>\$22340.00</b>			

## Standard Static Marketing Products for MPL Tent Pole Events:

(Standard poster size changed (Movie Poster) by MPL Steering Committee to 27"x40" on 7 Feb 2019)

HIGH TRAFFIC LOCATIONS	HANGING BANNER	QUANTITY	STANDING BANNER	QUANTITY	POSTER	QUANTITY	TOTAL	COST
AAFES MAIN PX	5" X 10"	1	3' X 6'	1	27" X 40"	2	4	\$ 478.00
COMMISSARY	4' X 8"	1	3' X 6'	1	27" X 40"	2	4	\$ 378.00
SRP/DMV	4' X 8"	4	3' X 6'	4	27" X 40"	8	16	\$ 1,512.00
HOSPITAL	4' X 8"	4	3' X 6'	4	27" X 40"	6	14	\$ 1,384.00
DFAC's	4' X 8"	4	3' X 6'	4	27" X 40"	8	48	\$ 1,512.00
MWR PFC's	5" X 10"	2	3' X 6'	4	27" X 40"	8	56	\$ 1,512.00
4ID HQ	4' X 8"	1	3' X 6'	1	27" X 40"	2	4	\$ 378.00
DEERS	4' X 8"	1	3' X 6'	1	27" X 40"	1	3	\$ 314.00
GARRISON HQ	4' X 8"	1	3' X 6'	1	27" X 40"	1	3	\$ 314.00
AAFES MINI-MALL	4' X 8"	2	3' X 6'	2	27" X 40"	4	8	\$ 756.00
MWR ODR	5" X 10"	1	3' X 6'	2	27" X 40"	4	7	\$ 756.00
GOLF COURSE	5" X 10"	1	3' X 6'	1	27" X 40"	2	4	\$ 478.00
SHOOTING COMPLEX	5" X 10"	1	3' X 6'	1	27" X 40"	1	3	\$ 414.00
<b>TOTAL COST FOR STATIC MATERIALS PER EVENT</b>								\$ 10,186.00
<b>ALL COSTS ARE ESTIMATES</b>								
<b>ALL NON-MWR FACILITIES WILL REQUIRE PRODUCT INSTALLATION SUPPORT PER OPORD</b>								

## 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 <b>11 business days</b> .
<b>Proof 1</b>		
	Proof 1 due to customer	Designer forwards Proof 1 to customer for approval or changes
	Customer approval due	Customer has <b>3 business days</b> to approve proof or make changes. If changes are requested, the designer will have <b>3 business days</b> to complete changes and forward Proof 2 to customer.
<b>Proof 2</b>		
	Proof 2 due to customer	Designer forwards Proof 2 to customer for approval or changes
	Customer approval due	Customer has <b>3 business days</b> to approve proof or make changes. If changes are requested, the designer will have <b>3 business days</b> to complete changes and forward Proof 3 to customer.
<b>Proof 3</b>		
	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 <b>3 business days</b> to approve proof or make changes. If changes are requested, the designer will have <b>3 business days</b> to complete changes and forward Proof 4 to customer.
<b>Event Signage</b>		
	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.
<b>After Event Follow Up</b>		
	After Action Report (AAR)	Customer meets with Marketing Specialist to discuss event marketing results and provide feedback.