

# Gone Fishing

## in Sierra County

**(The Place for family fun and adventure)**

Only 1.5 Hours from El Paso, TX



to ed



Water Sports



Family Time



Fishing

7/8/11



# Ultimate Fisherman Promo

- Three Month Campaign (July-Sep) with Heavy Station Promotion along with at least 450 :30 second on air messages
  - Multi - Media Marketing (T.V., Internet, Facebook, Contest)
    - Ultimate Fisherman Contest
- Winners will receive : 2 night stays at hotels and Spas in Sierra County,
- winners will also receive fishing trips with professional fishing guides
- Along with many other great prizes from Sierra County and El Paso From Restaurants, Golf Clubs, Hot Springs and many more
- All participants will receive 20% to 30% discount coupons via e- mail to stay at participating hotels in Sierra County (Sunday- Thursday) - plus other area restaurant and merchant discounts

## Contest:

Participants will e-mail us a photo of a favorite fishing moment, along with a reason why they deserve to be called the Ultimate Fisherman

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**\$30,000 Value**



# Campaign Summary



**July 2011**



Promotional spots teasing the contest, along with commercials promoting the Sierra County Area

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# Campaign Summary



**July 2011**



Contest begins, people sign up and start uploading pictures and stories to the web sites ([KDBC.com](http://KDBC.com)) ([KTSM.com](http://KTSM.com))



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# Campaign Summary

**September 2011**



Contest ends , winners are announced Wednesday September 14th during 10 pm News. For the rest of the month we are running congratulations spots for the winners, along with commercials promoting the Sierra County Area!

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# Many Merchants have already donated Prizes

El Paso: Great American (On the Mountain),  
Cookies by Design, Jaxon's

Sierra County: Sierra Grande, E.B. Inn, Riverbend,  
Pelican Spa, Rio Grande Guide Service, Los Arcos,  
Sierra del Rio Golf, Desert View Inn, Wal-Mart,  
Teina Wells (masseur), Whitewater Weekends,  
Lago Rico / Dam Site, Charles Motel and Spa

Many More to Come

**Note: All partners will have logo on all  
commercials!**



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# GO SIERRA COUNTY

- Minimum of 450 on air commercials  
(Over the 3 months)
- 3 month internet campaign on  
KDBC.COM & KTSM.COM websites  
(Heavily promoted)
- Heavy exposure on CBS & NBC  
(Driving the viewers to Sierra County)

**Additional prizes requested,  
Merchants requested to give midweek  
discounts for all participants, and be listed  
on the email sent to all participants!**

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