

# Broward Cultural Division

## Arts License Plate Marketing Plan

<b>PROJECT</b>	<b>TIME FRAME</b>	<b>COST</b>
<b><u>ADVERTISING</u></b>		
<ul style="list-style-type: none"> <li>• <b>New Print Advertisement</b> A new print advertisement (in various sizes) will be designed by the public relations firm on contract.</li> </ul>	<b>March</b>	<b>\$300</b>
<ul style="list-style-type: none"> <li>• <b>Print Ads</b> Print ads will be purchased April thru September, the course of 6 months, in targeted publications (Sun-Sentinel Showtime, City Link, South Florida Parenting, Westside Gazette, Business in Broward, El Heraldo, Jewish Journal)</li> </ul>	<b>April-September</b>	<b>\$3,000</b>
<b><u>PUBLICITY</u></b>		
<ul style="list-style-type: none"> <li>• <b>Press Kits</b> All press kits will include a "State of the Arts" flyer.</li> </ul>	<b>Ongoing</b>	<b>In-Kind</b>
<ul style="list-style-type: none"> <li>• <b>Auto Tag Bureau</b> There are currently seven auto tag agencies run by Broward County Government. Five are currently displaying signs promoting the Arts License Plate. The two additional agencies will have signage by the end of March.</li> </ul>	<b>March</b>	<b>\$350</b>
<ul style="list-style-type: none"> <li>• <b>Dealerships</b> All dealerships in Broward County will be contacted and requested to display the poster in their offices. This was accomplished successfully in 1988--plans are to repeat this project.</li> </ul>	<b>March</b>	<b>In-Kind</b>
<ul style="list-style-type: none"> <li>• <b>Promotion in High Schools/ Drivers Education</b> All Broward County public high schools will be contacted and requested to promote the arts license plate to students and teachers through education of how the arts impact education and how each of their contributions help support the arts.</li> </ul>	<b>March</b>	<b>\$</b>

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<b><u>PUBLICITY</u></b>		
<ul style="list-style-type: none"> <li>• <b>Ad Slicks of Newly Created Advertisements</b></li> </ul> <p>Various sizes of camera-ready ad slicks will be sent to all cultural organizations requesting inclusion in their publications. Ad slick will also be sent to the media with a cover letter requesting support of the arts with Public Service Announcement space.</p>	<b>April</b>	<b>In-Kind</b>
<ul style="list-style-type: none"> <li>• <b>Billboard</b></li> </ul> <p>Outdoor Systems, Inc. has agreed to provide one billboard on a space-available basis for the cost of the production only.</p>	<b>April-September</b>	<b>\$1,500</b>
<ul style="list-style-type: none"> <li>• <b>Flyers/Rack Brochures</b></li> </ul> <p>A total of 10,000 4" x 9" rack brochures have been purchased through the Florida Assembly of Local Arts Agencies (FALAA). These rack brochures will be delivered to and distributed by each of the seven county-run tag agencies. In addition flyers will be offered to all cultural organizations for distribution at their events and facilities.</p>	<b>April</b>	<b>\$300</b>
<ul style="list-style-type: none"> <li>• <b>Posters</b></li> </ul> <p>Additional Arts License Plate posters will be sent to Cultural Affairs by FALAA. Approximately 25 will be mounted on foam core and laminated for display purposes. A letter will be sent to all cultural facilities requesting them to display the posters along the rack brochures at their locations.</p>	<b>April</b>	<b>In-Kind</b>
<ul style="list-style-type: none"> <li>• <b>Public Service Announcements</b></li> </ul> <p>Three public service announcements in :30, :20 and :10 second increments will be written and distributed to all radio and TV stations along with a cover letter explaining the purpose of the Public Relations campaign.</p>	<b>April</b>	<b>In-Kind</b>
<ul style="list-style-type: none"> <li>• <b>Press Release</b></li> </ul> <p>A press release will be written about prior successes of the Public Relations campaign and about how the plate purchase benefits the arts in Broward. Also the release will include a description of how to purchase the plate.</p>	<b>April</b>	<b>In-Kind</b>
<ul style="list-style-type: none"> <li>• <b>Cultural Connection</b></li> </ul> <p>A summary about the "State of the Arts License Plate" will be included in the upcoming Cultural Connection Newsletter.</p>	<b>May</b>	<b>In-Kind</b>

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**PUBLICITY**

- **County Employee Promotion**                      **June**    **In-Kind**

*Paychecks*

  - A 30-character message will be printed on each employee's paycheck.

*Direct-Deposit Paycheck*

  - A one-two paragraph statement will be printed on each direct-deposit paycheck.

*Flyers*

  - Flyers, bundled in groups of 50, will be delivered to payroll to be distributed along with the paychecks.
  
- **Online Link for Arts License Plate Purchase**                      **June**    **In-Kind**

Research the procedure to purchase the plates on-line. If available, the Cultural Affairs web site will link to that site.
  
- **Smaller Flyers**    **July**    **\$**

These flyers will be distributed to all box offices for distribution with ticket subscriptions and to library branches for distribution as bookmarks.

<b>TOTAL BUDGET</b>	<b>\$5,450</b>
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