



## PROMOTION OF ANN ARBOR SUMMER FESTIVAL'S ANNUAL "TOP OF THE PARK" EVENTS

Plans for promoting, publicizing, and/or dissemination promotion for the Top of the Park and Summer Festival seasonal activities will be tied into the festival's general season marketing and public relations efforts beginning in March.

A description of the ticketed presentations will be included in the season brochure, which is mailed to an arts-targeted list of 30,000+ area homes.

Descriptions of the all of the season's presentations and Top of the Park will be included with the full schedule of festival activates (available mid-May) and promoted through:

1. The festival program guide with calendar (50,000 + piece distribution including MI welcome centers)
2. The festival website including detailed event times, locations, parking, food etc. (with over 230,000 unique visitors)
3. On-air mentions through a variety of regional media radio partners
4. In print details of events through a variety of print media partners in the region

These efforts will be supported through weekly email notifications to approximately 19,000 "opt-in" member "festival Club" email lists.

Additionally, event information is posted on numerous social media outlets such as the festival Facebook page (over 4,600 fans), twitter feed (over 2,400 followers) and a proposed "festival app" for users of mobile devices.

Information on the entire festival season is distributed throughout the Midwest region as well as a variety of national and international media outlets catering specifically to the arts, festival, and tourism audiences.