

<i>Salsa at the District 10.12.24</i>		
Total budget:		
	Estimate	Actual
<b>Totals</b>	<b>\$205,000.00</b>	<b>\$0.00</b>
MARKETING COST	\$100,000.00 [	\$0.00
CITY FEES	\$10,000.00 [2	\$0.00
ENTERTAINMENT	\$80,000.00 [3	\$0.00
MIDIGATION	\$5,000.00 [4]	\$0.00
FLBPI	\$10,000.00	\$0.00

[1] If we have \$100k to spend on marketing for Salsa at the District in Clearwater, there are several effective strategies We could implement to maximize our reach and attract attendees. Here are some suggestions on how to allocate the budget but we ask for some leeway on this according to how negotiations go with the different platforms.

1. Digital Advertising (40% of budget): Invest a significant portion of our budget in digital advertising, as it allows you to reach a wide audience with targeted messaging. Consider running Facebook and Instagram ads, Google Ads, and YouTube ads to promote your Salsa at the District. Use compelling visuals, engaging videos, and persuasive copy to capture the attention of potential attendees.
2. Social Media Marketing (20% of budget): Allocate a portion of your budget to social media marketing. Create engaging content on platforms such as Facebook, Instagram, Twitter, and TikTok to build anticipation and generate buzz for your festival. Collaborate with influencers or local social media personalities to amplify your reach and attract their followers.
3. Content Creation and SEO (10% of budget): Invest in creating high-quality content such as blog posts, articles, and videos related to your festival and Clearwater as a destination. Optimize this content for search engines to increase organic traffic to your website and improve your festival's visibility online.
4. Email Marketing (10% of budget): Develop an email marketing campaign to reach out to your existing customer base and potential attendees. Segment your email list based on interests, demographics, and past engagement to personalize your messaging. Offer exclusive early-bird ticket discounts, updates on the festival lineup, and behind-the-scenes insights to build excitement and drive ticket sales.
5. Print and Outdoor Advertising (10% of budget): While digital marketing is essential, don't underestimate the power of traditional advertising methods. Allocate a portion of your budget to print ads in local newspapers, magazines, and event listings. Additionally, invest in outdoor advertising such as billboards, posters, and banners strategically placed in high-traffic areas in Clearwater.
6. Partnerships and Collaborations (5% of budget): Collaborate with local businesses, influencers, and organizations to expand your festival's reach. Sponsor community events, host pre-festival parties, or partner with local hotels, restaurants, and attractions to offer exclusive packages or discounts to festival attendees. This can help generate word-of-mouth marketing and attract a broader audience.
7. Analytics and Tracking (5% of budget): Allocate a small portion of your budget to analytics tools and tracking software. Monitor the performance of your marketing campaigns, track website traffic, and measure ticket sales to understand which strategies are most effective. Use this data to optimize your marketing efforts and make data-driven decisions for future festivals.

[2] police  
fire

paramedics

traffic engineering etc this cost will fluctuate according to the numbers we see via our marketing efforts

[3] how this total is spent will depend on the artist that we decide to bring and what they cost including stay and accommodations will cost for instance if we brought a salsa band from Puerto Rico or Columbia that would be fairly expensive on flights and hotel stay and accommodations

[4] roadrunner digital