

**Celebrate your Festivals
– and tell your
neighbours to join you!**

**A new Northwestern
Ontario Initiative**

North of Superior 
TRAVEL ASSOCIATION

EXPLORE



NORTHWEST ONTARIO



WHAT ARE YOU DOING THIS WEEKEND?





Promoting

Festivals

Pow Wows

Re-Unions

Concerts

Stock & Drag Races

Fish Derbies

Marathons & Races



Distribution

- Up to 600,000 copies
- Funded by
 - Tourism Northern Ontario
 - FedNor
 - Advertisers
- Partnered with
 - The Friends of Chippewa Park
 - Sunset Country
 - City of Thunder Bay

Based on Successful Publication by The Friends of Chippewa Park



OCAF FMCO ONTARIO CULTURAL ATTRactions FUND
LE FONDS POUR LES MANIFESTATIONS CULTURELLES DE L'ONTARIO

This publication has been financially assisted by the Ontario Cultural Attractions Fund a program of the Government of Ontario through the Ministry of Tourism, Culture and Sport, administered by the Ontario Cultural Attractions Fund Corporation



Everyone welcome to my Litter Free Green Event!

General Admission \$3.00
Children 6 to 12 years \$1.00
Children 5 years and under FREE

Benny Birch's 32nd Birthday Party

June 7, 8, 9 at Chippewa Park

Bus service available with Thunder Bay Transit

Entertainment • Great Food • Free Kid's Activities

LEAD SPONSOR
SMITH & ASSOCIATES
INSURANCE

Proceeds to
St. Joseph's Foundation

For more information call 768-4440
or the Event Hotline 768-4444
www.sjftb.net





Measurement

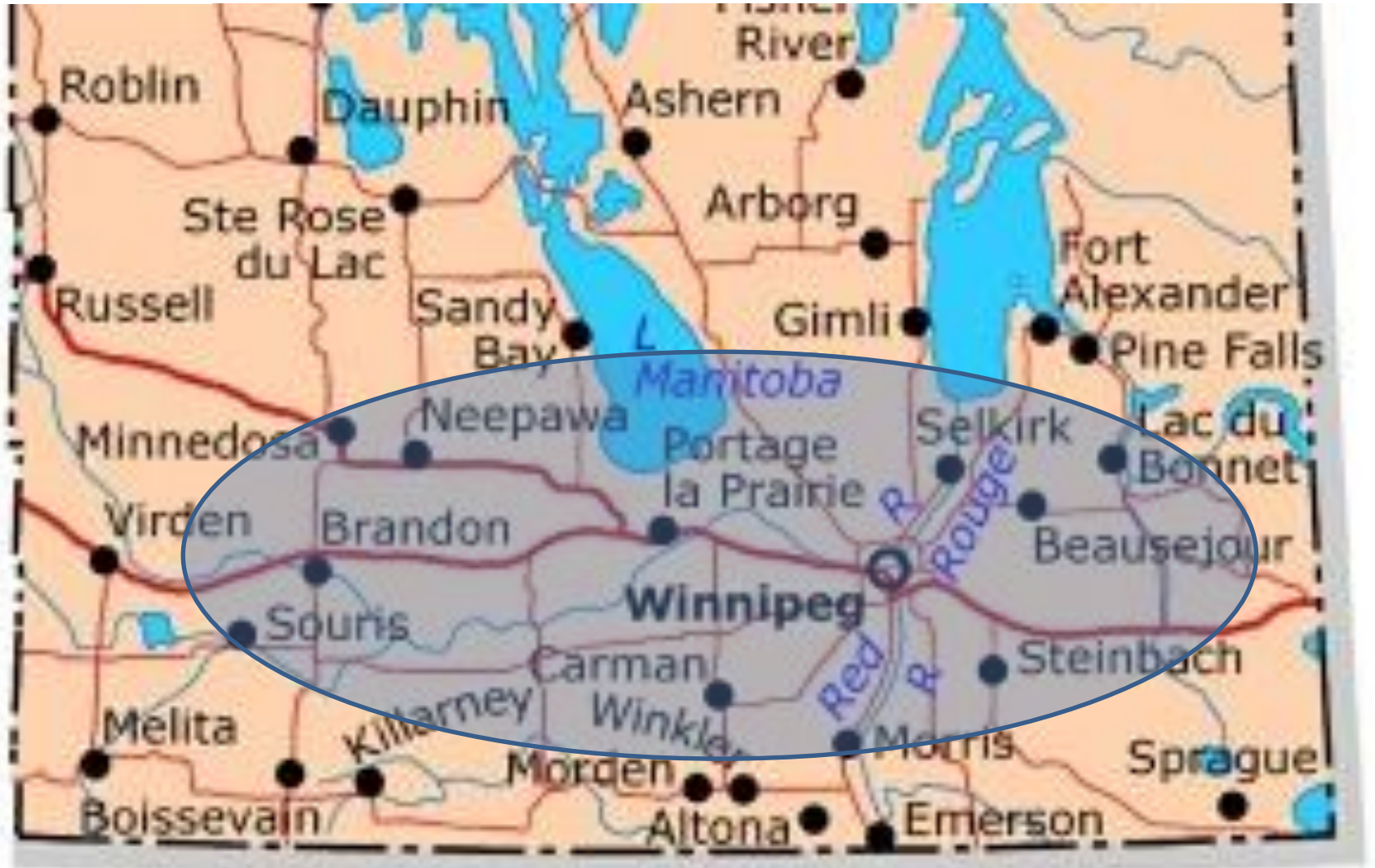
- Coupon system to identify direct benefits to operators
 - Event organizers
 - Accommodation and services
- End of Season analysis and report



MINNESOTA & WISCONSIN

121,046
Homes

Manitoba – 467,253 Homes



Northwestern Ontario – 70,904 Homes





Pilot Project

- If enough sales
- If enough return on investment to ensure sustainability
- = permanent publication
- Supported by ad revenue



Mechanics

- Develop a comprehensive list of events
 - Festivals
 - Pow Wows
 - Unique Events
 - Reunions
 - Fish Derbies
 - Special Displays



Mechanics

- Ad Sales by NOSTA
 - Intern if funding approved
 - Contract commission staff (option B)
- Publishing by end of May, 2015
- Potential for further distribution expansion depending on ad sales (beyond the 600,000)



Mechanics

- Electronic Copy will be made available to
 - Sunset Country
 - North of Superior Travel Association
 - Municipalities
 - Destination Marketing Organizations
 - Chambers of Commerce
- For posting on their web sites
 - Expanding the reach even farther



Mechanics

- Ad rates to range from:
 - \$5,000 for the back page
(\$0.0089 per copy)
 - \$500 for a map location
(\$0.0009 per copy)
 - And everything in between



Are You Interested?

- Flyer on your table
- If interested in a follow up call:
 - Fill out
 - Hand in at the registration table
 - We will contact you



Thank
You

This will only work
if you want it to!