

TH MEDIA



GULF  
COAST  
MEDIA

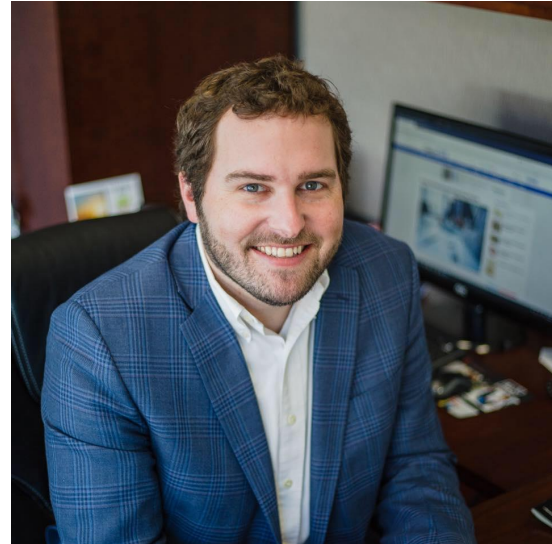
***Events are back:  
in a big way!!!***

Bob Woodward & Vince Johnson

# *About us and our markets...*



Bob Woodward  
TH Media



Vince Johnson  
The Sumter Item & Gulf Coast Media

# 1) Telegraph Herald: First Citizen Award





# First Citizen stats

1. Revenue publication and sponsorship = \$13,850
2. Expenses = \$4,200
3. Net = \$9,650
4. Est Attendance = 300



# Best of (Everywhere): The Red Carpet Event(s)





# Best of (Everywhere): The Red Carpet Event(s)



## Best of (Everywhere): The Red Carpet Event(s)



Revenue from Best Ofs: 250k+  
Expenses from Best Ofs: 60k  
Attendance: 750

VISIT US ONLINE AT **theiow.com**  
**CONTACT US**  
 Information: (800) 774-1236  
 Advertising: (800) 774-1236  
 Classifieds: (319) 335-3700  
 Delivery: (361) 774-1236  
 News and Sports: (800) 774-1236

**DEATHS, BI**  
 Ruby Catherine Springs Nichols  
 G.P. Scott 54  
 Cindy Mae Lewis Robinson  
 Wmelle Robinson Williams

**WEATHER, A8**  
**I'M NOT READY FOR THIS YET**  
 Fairly sunny and very hot today; partly cloudy and warm tonight  
 HIGH 91, LOW 71

**INSIDE**  
 2 EDITIONS, 14 PAGES  
 WED, JUL 26, 1994

Classifieds: 11  
 Comics: 15  
 Opinions: 17

Sports: 11  
 Television: 15



# Telegraph Herald: Fairy Tale Ball



# Fairy tale ball Promo ad



**FAIRY TALE  
Ball**

TH Media cordially invites  
all princesses to attend  
our Winter Fairy Tale Ball.  
Enjoy a child-friendly tea  
party with a merry sing-along  
performance, meet and greet  
and photo opportunities with  
4 popular princesses, along  
with other fun activities!

**SATURDAY, DECEMBER 3**  
**STEEPLE SQUARE**  
101 E. 15TH STREET | DUBUQUE

CHOOSE FROM 2 AVAILABLE TIMES  
**10 A.M.-NOON OR 3-5 P.M.**

**DRESSING UP  
ENCOURAGED!**

**TICKETS**  
**\$30 CHILDREN\***  
**\$10 ADULTS**

**PURCHASE TICKETS\*\* AT**  
**TELEGRAPHHERALD.COM/FAIRYTALEBALL**

Venue Sponsor  
**STEEPLE  
SQUARE**

Presenting Sponsor  
**TH MEDIA**  
Connecting our Community

\*Children must be accompanied for an adult aged 18 or older. \*\*Tickets required to attend.

admo-00NLV91545



# Fairy Tale Ball





# Fairy Tale Ball Stats

## Results:

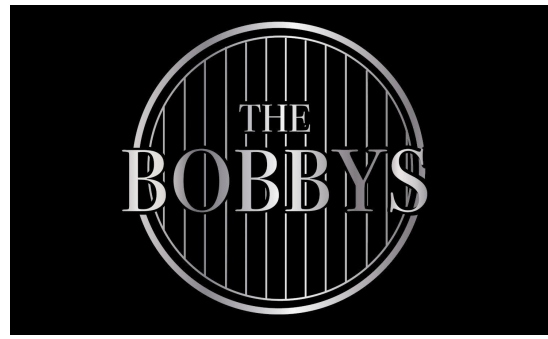
1. Ticket & Sponsor Revenue = \$5,700
2. Expenses = \$2,290
  - a. Princesses = \$1,250
  - b. Goodies/Table Supplies = \$362
  - c. Decorations = \$310
  - d. Refreshments = \$234
  - e. Activity Supplies = \$134
3. Net = \$3,410
4. Huge profit center??? NO
5. Great for branding events – “it was the talk of the town”



## What's Next: The Bobbys



## What's Next:



- Align local business sponsors with individual categories.
- Create a variety of awards and choose through user voting, staff selection, etc.
- Give awards and scholarships to student-athletes.

Committed revenue: \$8k

Scholarships that will be given out: \$2,500

Expenses: \$2k



## Her Night Out





# Her Night Out





# Her Night Out Stats

- ★ Revenue = \$20,465
- ★ Expenses = \$14,652
- ★ Profit = \$5,813
- ★ Attendance = Approx 350





# Media Day (Sumter Item & Gulf Coast Media)



# Media Day (Sumter Item & Gulf Coast Media)

- Sponsors on banner behind players/coach
- Livestream of interviews promotes social engagement
- Responses included in Football Preview

Event Revenue: 4k-10k

Event Expenses: <1k



# In the Hopper: New events planned for 2023...

- **Skilled Trade Show**
  - Projected revenue = \$12,500
  - Projected expenses = \$2,500
  - Projected net = \$10,000
  - Projected number of vendors = 20
- **Best Places to work**
  - Revenue publication/tickets = \$15,000
  - Expenses = \$5,000
  - Net = \$10,000
  - Est. Attendance = 175
- **Trips (expanding)**
  - 5 trips with budgeted contribution of \$60K +



# Bob's & Vince's Top Event Tips and Tricks

1. Look for as many revenue streams as possible (sponsors, tickets, vendors, concessions, merch)
  2. Keep expenses as low as possible (free or trade venue, vendors, etc.)
  3. Use video and social media (both before and after the events) to promote.
1. Own events (don't sponsor them).
  2. Create spaces for beautiful, fun and shareable photos.
  3. Get anchor sponsors and attendees to help promote.
  4. Utilize email to drive ticket sales.

***Your events, questions and comments...***