Ad campaign:
San Jacinto Monument/ City of Deer Park

KRISTIN CALLAHAN, PR/MARKETING ADMINISTRATOR

Why the change?

- Since FY 2016-17, the City of Deer Park has allocated $10,000 in HOT funds each year to sponsor the San Jacinto Day Festival and Battle Reenactment.

- Due to the Intercontinental Terminals Company (ITC) fire and response of March-April 2019, the festival that was scheduled for April 13, 2019 did not take place.

- The City of Deer Park was not invoiced for the $10,000 sponsorship.

What's the proposal?

- We're proposing a $10,00 advertising campaign through the Houston Chronicle to promote visitation to Deer Park and the San Jacinto Monument throughout the summer months, spotlighting the "BIG ENERGY" exhibit.

- The campaign designed by the Houston Chronicle would reach five major cities with nearly 1.4 million impressions.

- Cities include HOUSTON, Dallas, Austin, San Antonio and Galveston.

Ad set

- Set comes with six sizes to be delivered in different mediums

- Digital banners, mobile ads

Visit Deer Park this summer!

Just 19 miles east of Houston

Minutes from the San Jacinto Museum, featuring the BIG ENERGY limited exhibit!

visit.deerparktx.org

Just 19 miles east of Houston!

Experience Texas history

Now is the time to visit Deer Park, Texas and the San Jacinto Museum of History, now featuring the BIG ENERGY exhibit.

More information: visit.deerparktx.org

Ad set, continued

Why we hope you'll support it

- It will allow the funds allocated during FY 2018-19 to be spent during the intended time period.

- Running the campaign NOW, it should help reinvigorate tourism to the San Jacinto Monument and San Jacinto Museum at an opportune time.

- This is also an opportunity for us to really push the visit.deerparktx.org