



## MARKETING & PROMOTIONS - TEMPLATE

### LOCAL COMMUNITY EVENT GRANT

EVENT DETAILS:			
<b>Event Name:</b>			
<b>Event Location:</b>		<b>Suburb:</b>	
<b>Cost to attend:</b>		<b>Event Website:</b>	
<b>Event Objectives:</b>  			
<b>Event Summary:</b> <i>(maximum of 200 words)</i>  			
MARKETING AND PROMOTION DETAILS:			
Will your event be utilising the following marketing and promotional methods?			
<i>Please ✓ those which your organisation will be using for your event</i>			
<b>Radio Advertising</b>		<b>Radio Interviews</b>	
<b>Cairns Sun Newspaper Ads</b>		<b>Cairns Post Newspaper Ads</b>	
<b>Media Releases</b>		<b>Paid Facebook Advertising</b>	
<b>Television Advertising</b>		<b>Community Announcements</b>	
<b>My Community Connect (Cairns Community Connect)</b>		<b>Social Media (Facebook, Twitter, Instagram, YouTube)</b>	
<b>e-newsletters</b>		<b>Event website</b>	
<b>Flyers/posters</b>		<b>Corflute road signage</b>	
<b>Partner activation</b>		<b>Search engine marketing</b>	
<b>Digital advertising</b>		<b>Cross promotion at other events</b>	
<b>Video Advertising</b>		<b>Promotional Products</b>	
<b>Other paid online approaches</b>		<b>Magazine Advertising</b> (Cairns Life, PakMag, Oasis Magazines)	
<b>Date to start promotion:</b>			
<b>Please list details of any confirmed media support:</b>			

*Please note: Cairns Regional Council has a number of media channels to assist with the promotion of Council supported events throughout the region. However, this does not exclude the responsibility of the event organiser to ensure appropriate marketing of the event, nor does this form guarantee promotion in all Council media channels.*