



## 2017 DAYTONA TURKEY RUN – NOVEMBER 23rd-26th

### HALIFAX ADVERTISING AUTHORITY FUNDING MARKETING PLAN:

*Marketing buys through Daytona Beach News Journal and their parent company GateHouse Media*

#### On Target Display

Search, Keyword, Category & Geo Fencing Tactics \$10,000

Facebook display using demographics, Interest, Behavioral & Geo Tactics \$10,000

Geo Focus is on Charlotte Raceway, NC, Darlington Raceway, SC, Talladega, AL, Atlanta Motor, GA

- 30 mile radius around each location - Starts 9/15/2017

Total Funding Request from HAAA - \$20,000

#### TARGET AUDIENCE FOR ALL MARKETING:

- Ages 35 – 65 Men & Families
- Automotive, Racing Interests
- FL (Orlando, Jacksonville, Tampa, West Palm), NC, SC, GA, TN, AL

#### ADDED VALUE PROMOTION:

National contest organized through GateHouse Media and Visit Florida with a prize package to include a trip to the 44th Daytona Turkey Run (airfare for two, hotel, rental car and VIP Turkey Run package).

Print and digital campaign valued at **\$758,000\***

\*See attached spreadsheet for detailed Turkey Run contest advertising