



1st Annual Lake Tahoe Country Faire

Saturday, August 2nd / 9:00 a.m. to Dusk

Media/Graphics and Advertising

-News Paper Coverage

- lake Tahoe Tribune (week of plus additional coverage)
- Mountain News (July and August issue articles)
- Writer for copy for the above

-Radio/Television Coverage:

- local channel coverage
- local radio coverage/spots

-Local Distribution of Posters/Rack materials

- all local casinos/concierge's
- local hotels
- local St. Theresa owned businesses
- local businesses willing to post materials

-Local area banner placement:

- locating local areas for banner/large poster placement (i.e. banner between Harvey's and Harrah's), etc. Where can we?, How can we?
- Best priced printer (try to use local)

-Website connection to St. Theresa's Website

- school website connection and church website connection.
- research other free or donated space on "what to do in Tahoe" websites. "Special Events" websites, etc.

-Graphic for posters/advertising materials:

- locally printed material (cost comparison, donated materials, etc.)
- art work for graphics/ signage
- banner graphics/placement for all areas of Faire

-Signage at the Faire:

- direction/designated area signage
- sponsor signage/banners(coordinating with sales team)

