

BLUE FLAMINGO LITERARY FESTIVAL MARKETING

Promotion

The Blue Literary Festival provides a variety of venues for promotion of your company's service or product including:

Pre-Festival - Placement of your company logo on all flyers for print and social media advertising and sponsorship mentions on live remotes, tv commercials, radio spots and press releases.

Festival Days - Company feather banners and billboards prominently placed throughout the festival site as well as on air sponsorship mentions during the events and on all printed handouts.

Marketing & Communications

Blue Flamingo Literary Festival web and Facebook page to provide promotional opportunities for all sponsors and also include relevant information related to sponsorship, volunteer and donation information, as well as FAQs. This will be publicized daily for a two-month period. Sponsors will also have the opportunity to appear on radio and tv shows.

Printed Collateral

Community event posters/flyers (2,000) disseminated island-wide; (2,000) postcards disseminated to various companies, university partners, libraries, schools and businesses. Signage/banners on with sponsor logos prominently placed at the festival.

Press Releases & Ads

Newspaper ads will be placed in the Tribune, Freeport News, Punch and Nassau Guardian. Press releases on event and corporate sponsors will be posted to social media, blogs and online publications.

Digital Media

Extensive social media campaigns will include: Postings on University of The Bahamas' Web site, Facebook posts and boosting, Eblasts, Whatsapp ads to over 10,000 UB alumni, faculty, staff and students.

Blue Flamingo Literary Festival to be posted to Event calendar listings on:

- Bahamas at Sunrise • Bahamas Local • Community Channel • Corporate partner Websites