

# **'LIGHT THE LAKE' MARKETING PLAN**

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## **PART ONE: DEVELOPING A MARKETING PLAN SUMMARY**

<b>Event Name</b>	Light The Lake
<b>Event Date</b>	December 31st 2021
<b>Time(s)</b>	The event begins at 4:30pm in the afternoon and runs till 10pm.
<b>Location</b>	The foreshore of Lake Albert Lake with main event area at Apex Park, secondary event at Bosley memorial Park and four community sites
<b>Background</b>	<p>Our vision for this event is to support the community and give local residents something to do to celebrate New Years. We will aim to get as many local businesses involved and generate some excitement for residents of Wagga.</p>
<b>Event Description</b>	<p>Our vision is to host a community event to celebrate New Years Eve, while showcasing Lake Albert Lake and supporting local businesses.</p> <p>with 9.30pm fireworks on the lake.</p> <p>We plan to host the main event area at Apex Park, with feature food stalls, acoustic entertainment, amusements and a public bar. With a family friendly fireworks display at 9:30pm.</p> <p>A secondary event at Bosley Memorial Park featuring food stalls, and a ticketed DJ event with a bar.</p> <p>Four additional community sites around the lake featuring buskers, toilets and food vendors.</p>
<b>Objectives</b>	<p>Our objectives for the event Light the Night are:</p> <ol style="list-style-type: none"><li>1. To put on an event for the local community to enjoy</li><li>2. To support local businesses that may have had a tough year</li><li>3. To boost the Wagga economy by attracting surrounding towns to the event</li></ol>

<b>Target Audience</b> Describe the type(s) of people who will attend your event and who you will be targeting. Consider their general interests (the sort of thing that will appeal to them, what activities will be available to keep them there.) Detail the more specific nature of individuals	<b>People:</b> <input type="checkbox"/> Males <input type="checkbox"/> Females <input type="checkbox"/> Singles <input type="checkbox"/> Families <input type="checkbox"/> Couples <input type="checkbox"/> N/A <hr/> <b>Age group(s):</b> <input type="checkbox"/> Under 18 <input type="checkbox"/> 18-24 years <input type="checkbox"/> 25-39 years <input type="checkbox"/> 40-54 years <input type="checkbox"/> 55+ <input type="checkbox"/> N/A
<b>Branding</b>	<b>Other audience information:</b> This event will be aimed at all ages but in particular towards families. <hr/> <b>Event name:</b> If successful we intend to name the event 'Light the Lake'. I think it explains what the event is about and is easy to say. <hr/> <b>Logo:</b> The logo will display the event name as well as fireworks so everyone will know exactly what the event is. Each year we will change the year and the colours slightly so it can easily be identified.
<b>Strategies</b>	Our strategies for the event include:  1. Involving community clubs and associations that would like to take part 2. Advertising across all social media platforms 3. Community involvement by sourcing volunteers who would be interested in helping out 4. Involving the radio as a media sponsor to help push the event and possibly live broadcast from the event 5. Including something for all ages - kids entertainment, Dj's etc.
<b>Event Promotion</b>	<b>Advertising, PR, Event appeal, what promotion will you use?</b> Our main form of promotion and advertising will be through radio and social media.  Some extra ideas we plan to implement are: <ul style="list-style-type: none"> <li>- Early bird tickets for sale</li> <li>- Posters around town</li> <li>- Event-specific branding</li> <li>- Target ads / sponsored posts on social media</li> <li>- Social media competition</li> <li>- Posts on all FB community groups and pages</li> </ul>
<b>Budget</b>	<b>Estimated Budget:</b> See attached budget. We will be applying for the Council Grant as well as seeking sponsorships and in-kind support.

	<p><b>Estimated Expenditure:</b> See attached budget.</p> <p>We have allowed \$2,000 in our budget to start with for marketing purposes. We hope to get a printing business as one of our sponsors as well as a graphic designer to offer in-kind sponsorship to help cut some of the cost down. We can execute social media between us as well as website design so this can also save us some money.</p>
	<p><b>Estimated Income:</b> See attached budget.</p> <p>We will be seeking grants, sponsorships, ticket sales, food vendor site fees and in kind support.</p>
<p><b>Market Research</b></p> <p>Market Research is an important part of your event planning, especially if this is the first time the event has been held. You may want to undertake a survey or other research to determine the likely success of the event.</p> <p>If it's not a new event, refer to previous data.</p> <p>Consider using <a href="http://www.surveymonkey.com">www.surveymonkey.com</a> to survey past &amp; present participants</p>	<p><b>Economic impact</b></p> <p>We aim to promote the event to local residents of Wagga but also in the surrounding towns. It will be a great experience for people to be able to leave the house and travel to Wagga. We haven't seen any other towns offering much for New Years at this stage.</p>
	<p><b>Social impact:</b> The community will be see the lake in a better position than in the past few years. This should result in a heightened sense of community pride.</p>
	<p><b>Environmental data:</b> We will encourage the use of sustainable packaging for all vendors as well as offering recycling bins around the lake to encourage correct waste management. A local community group will be engaged to assist with the tidy up post event</p>
<p><b>Risk Management</b></p> <p>While your overall event plan will include a risk assessment, you also need to evaluate risks associated with your marketing and promotion. When developing your marketing material, make</p>	<p><b>Accuracy of Information</b> <i>Risk assessments will be done for all work carried out</i></p>
	<p><b>Ability to meet promises of service</b> The three professional staff of Oliver Matt and Meagan will ensure quality of all services provided</p>
	<p><b>Information about contingencies, e.g. weather risks, i.e. signage implementation and management on days of extreme windy conditions.</b> see event management plan</p>

sure you refer back to this list.	
<b>Monitoring</b>	<p>Measuring success for the event would be calculated by meeting our objectives and by attracting the large number of guests we hope to attract.</p> <p>We would conduct a post event evaluation from the internal and external stakeholders to get their feedback on how they feel the event went.</p> <p>We would also provide an online survey for attendees to fill out. This will be sent out by promoting it online or via email to get their opinions on if the event was successful.</p> <p>We envisage event staff utilising tablets to obtain real time survey results at the event</p>

