

Demographic:

Top areas: NE +120 miles, Colorado, Callifornia, Iowa, Illinois, Minnesota, Wisconsin, Texas

Train Buff Experience, North Platte Rail Days, Bucket List
Leisure Traveler Family Oriented. Stop along I-80. Meeting spot between Omaha/Denver.
Bus Tours Unique experience, Stop along I-80, themed
Local Gift Store, Events and Creating Loyalty

UPDATED PROPSAL 2.14.22

| | | | |
|----------------|---------------------|--------------------------------|---------------------------------|
| Overall | \$ 80,000.00 | Total | \$ 57,500.00 |
| Photo Shoot | \$ 10,000.00 | Leisure Traveler | \$ 15,355.00 |
| Website | \$ 2,500.00 | Train Buff | \$ 9,800.00 |
| Signage | \$ 10,000.00 | Bus Tours | \$ 4,950.00 |
| | \$ 57,500.00 | Local (Campaign, Events, Gift) | \$ 24,400.00 |
| | | | \$ 2,995.00 Un-Allocated |

| <u>Leisure Traveler</u> | | <u>Train Buff & Grant</u> | | <u>Bus Tours-5%</u> | | <u>Local (Campaign, Events, Gift Store)</u> | |
|---------------------------|---------------------|-----------------------------------|--------------------|---------------------|--------------------|---|-------------------------|
| Rack Cards | \$ 2,700.00 | Rail Fan Directory | \$ 1,800.00 | Direct Marketing | \$ 1,250.00 | Social Media | \$ 1,500.00 |
| Rack Card Distribution | \$ 7,300.00 | Eagle: OTT Video Campaign | \$ 5,500.00 | Qty: 50, \$25/Year | | Coupon Product | |
| WNTC Guide | \$ 3,000.00 | Telegraph: Geofencing | \$ 2,500.00 | Bus Tours-Eblast | \$ 1,500.00 | Sponsorships | \$ 1,000.00 |
| USA Today Midwest Guide | \$ 1,500.00 | (National Train events & museums) | | Home Page Editorial | \$ 700.00 | Direct Marketing | \$ 5,500.00 |
| AAA Guide Book | \$ 950.00 | Grant | \$ (8,000.00) * | Homepage Ad-6 mos | \$ 1,500.00 | Telegraph Print | \$ 2,000.00 |
| Telegraph Google Ad Words | \$ 5,000.00 | Trains Eblast | \$ 3,000.00 * | | | Bulletin Bits, Print, Online | \$ 4,000.00 |
| Grant: NTC | \$ (9,495.00) | Trains Web Banners | \$ 2,000.00 * | | | Radio-KX, 2 wks per mnth & contest | \$ 3,000.00 |
| AAA: 1/3 page | \$ 2,400.00 | Enews Sponsorship | \$ 1,000.00 * | | | Radio-KX Match ads on KODY | \$ - |
| AAA: Adversal 75 words | \$ - | Trains Facebook | \$ 2,000.00 * | | | Radio-Eagle | \$ 3,000.00 |
| NTC Website | \$ - Won | | | | | Geo-Fencing-Eagle | \$ 500.00 |
| NTC Social Media | \$ - Pd in 21 | | | | | Weather Sponsorships-Eagle | \$ - |
| NTC Guide | \$ - Pd in 21 | | | | | 1000 Match Ads-Eagle | \$ - |
| Social Media | \$ 2,000.00 | | | | | OTT Ad | \$ - |
| | | | | | | 2 Live Broadcasts | \$ - |
| | | | | | | TV Spots (News) Alt 2/3 per week | \$ 3,900.00 |
| | | | | | | TV Weather Sponsorship: KNOP | \$ - |
| | | | | | | | \$ - |
| | \$ 15,355.00 | | \$ 9,800.00 | | \$ 4,950.00 | | \$ 24,400.00 \$- |

Utilizing Local Vendors

| | |
|-----------|--------------|
| Telegraph | \$ 4,500.00 |
| Bulletin | \$ 4,000.00 |
| KX | \$ 3,000.00 |
| Eagle | \$ 14,500.00 |
| KNOP | \$ 3,900.00 |

Misc

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