



SAFETY HARBOR ART & MUSIC CENTER



Media

In 2016, **Safety Harbor SongFest** generated more than 1.5 million media impressions through paid and sponsored advertising.

2016 Media List:

Brighthouse Networks
Creative Loafing
Tampa Bay Times
Tampa Tribune
Tampa Bay Magazine
Safety Harbor Connect Newsletter
WMNF 88.5
QYK 99.5
Various online event listings

Demographics

- Approximately one million people in Pinellas County
- Median household income in Pinellas County \$46,051
- Median household income in Safety Harbor \$62,529
- Median Age in Safety Harbor 39.5
- College degree or greater – Safety Harbor 37%
- Majority of festival attendees from Pinellas County

These statistics were pulled from U.S. Census Bureau, Pinellas County Government, Safety Harbor City Data and ticket sales data

Other Event Promotion

In addition to promoting the Safety Harbor SongFest with paid advertising and promotional media, we will include the following promotional outreach activities:

Press Releases

Numerous press releases will be sent to media outlets prior to the event to garner media attention and to generate excitement and buzz about SongFest and the artists who will be playing this year. This year we have once again secured the sponsorship of Judge Public Relations to help us reach out to a broader local and national audience.

Community Outreach

Safety Harbor SongFest will host a booth at upcoming public events in the months leading up to the festival providing details of the event and ticket sales information. This includes the St. Petersburg Market and cross promotions with area concert venues.

Partnerships with the City of Safety Harbor, the merchant's association and the Chamber of Commerce will allow SongFest organizers to communicate with residents and members through newsletter articles and other web-based communications.

Signage

Signage will be hung on Main Street in Safety Harbor prior to the festival providing dates of the event.

Posters will be provided to local businesses to display in their store windows.

Website

SongFest's website will be updated weekly and will provide details about the artists, music videos, photos, as well as event, sponsor, and volunteer information.

Online Event Listings

SongFest's outreach committee places listings on more than 50 local and national media and festival websites.

Social Media

SongFest currently runs a Facebook page, a Twitter page and an Instagram page. These are used in pre-promotion as well as real time update feeds during the festival.

Direct Mail

SongFest uses Vertical Response to publish its e-newsletter and provide email updates to its more than 2,000 subscribers.