



SAFETY HARBOR ART & MUSIC CENTER



Media

In 2014, Safety Harbor Song Fest generated more than 637,000 media impressions through paid and sponsored advertising.

2014 Media List:

Creative Loafing
Tampa Bay Times
Destination Tampa Bay Magazine
Safety Harbor Connect Newsletter
30A Festival Program
WMNF
Various online event listings

We anticipate working with each of these media outlets, adding more, and doubling the impressions. Organizers are actively seeking a TV partner for the event and will provide updates and information as available.

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%

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

Other Event Promotion

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

Press Releases

Several press releases will be sent to media outlets prior to the event to garner media attention and to generate excitement and buzz about Song Fest and the artists who will be playing this year.

Community Outreach

Safety Harbor Song Fest 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.

Partnerships with the City of Safety Harbor, the merchant's association and the Chamber of Commerce will allow Song Fest 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

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

Social Media

Song Fest 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

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