



## Marketing Launch Package

When you open your new attraction or your new center, you want to start off on the right foot: get your message to everyone in your community and pair this message with amazing visual media. The Marketing Launch Package will help you differentiate your business from competitors and get customers in the door. This document details everything included in this package.

### Public Relations Package

This is a Public Relations Package from Prospr Communications for your attraction/center grand opening. Prospr will craft a local pitch, build a media list, proactively reach out to media outlets, invite media for grand opening events and preview opportunities, create posts, and monitor story pickup & impressions.

#### **PR Strategy**

Prospr will work closely with you to showcase the new attraction(s), communicate relevant facility details, and highlight your involvement in the community. The strategy will include:

- Messaging and timeline development
- Inventory of your assets to assist in storytelling
- Coordination of your corporate strategy as it relates to the story

#### **Press Materials Production**

Following the established PR strategy, Prospr will develop a comprehensive press release and corresponding materials (spokesperson talking points, FAQ, etc.), introducing local media and consumers to the new attraction(s). The release, packaged with images, information and relevant data provided by you, will distill attraction information, related specials and park information into simple and understandable language to help local media tell your story. The press release will focus on local relevance, celebrating your facility as a community business and each new attraction as a fun, can't-miss experience for all who visit.

#### **Media List Build**

Prospr will produce a local media list that will include leading web, broadcast, print, digital and radio/podcast outlets, writers and content creators from your market, ensuring a holistic approach to maximize earned media pickup.

#### **Proactive Media Pitching**

Prospr will launch your PR push to local media with targeted individual follow-up, showcasing the new attraction and reminding local audiences why your facility is a community staple. The key to media pitching is to find the story that you are trying to tell, giving context to why the new attraction is newsworthy and why media should care enough to cover it. Prospr will also assist your owner or general manager with interview arrangements, as well as media training and interview prep, if necessary.



## Ongoing Media Monitoring

During and shortly after each media push, Prospr will report your media pickup, summarizing outlet, live link, date and estimated impressions (potential audience size).

Here are some statistics with rough estimates for impressions in different market sizes. These numbers are not guaranteed, but rather show you what is possible for your market.

- Extra large markets (2MM+ residents; New York, LA, Chicago, Houston, etc.): 5-9 million impressions
- Large markets (1MM-1.99MM residents; Phoenix, Philadelphia, San Diego, Dallas etc.): 3-5 million impressions
- Medium markets (500K-999K residents; San Francisco, Indianapolis, Baltimore, Las Vegas, etc.): 1-3 million impressions
- Small markets (Under 500K residents; Omaha, Wichita, Cleveland, Orlando, etc., plus all micro markets): 750K-1.5 million impressions



## Professional Photography

This includes professional photography for 1 attraction. Creative Works will coordinate with local photographers to capture 8-10 professional pictures of your attraction. These pictures will show the attraction itself, and won't include any guests or players.

To see an example of these attraction pictures, [click here](#) or [click here](#).

These professional pictures will be shared with you and you'll have full rights to use them in any digital or print marketing (website, social media, brochures, commercials, etc). These picture assets will also be provided to Prospr to use as part of the Public Relations Package.



The Marketing Launch Package includes photography for 1 attraction, and additional attractions can be added a-la-cart to match your strategy and goals.



### **3D Virtual Attraction Tour**

This includes a virtual tour for 1 attraction. Creative Works will get full 3D image scans of your attraction and create a virtual walkthrough tour that can be embedded on your website. Creative Works will handle all web hosting for this virtual tour.

To see an example of this virtual tour, [click here](#).

This virtual tour can also be added to Google Street View to allow your customers to see this experience directly in Google Maps. This will require coordination of accounts between your marketing team and Creative Works.

The Marketing Launch Package includes a virtual tour for 1 attraction, and additional attractions can be added a-la-cart to match your strategy and goals.