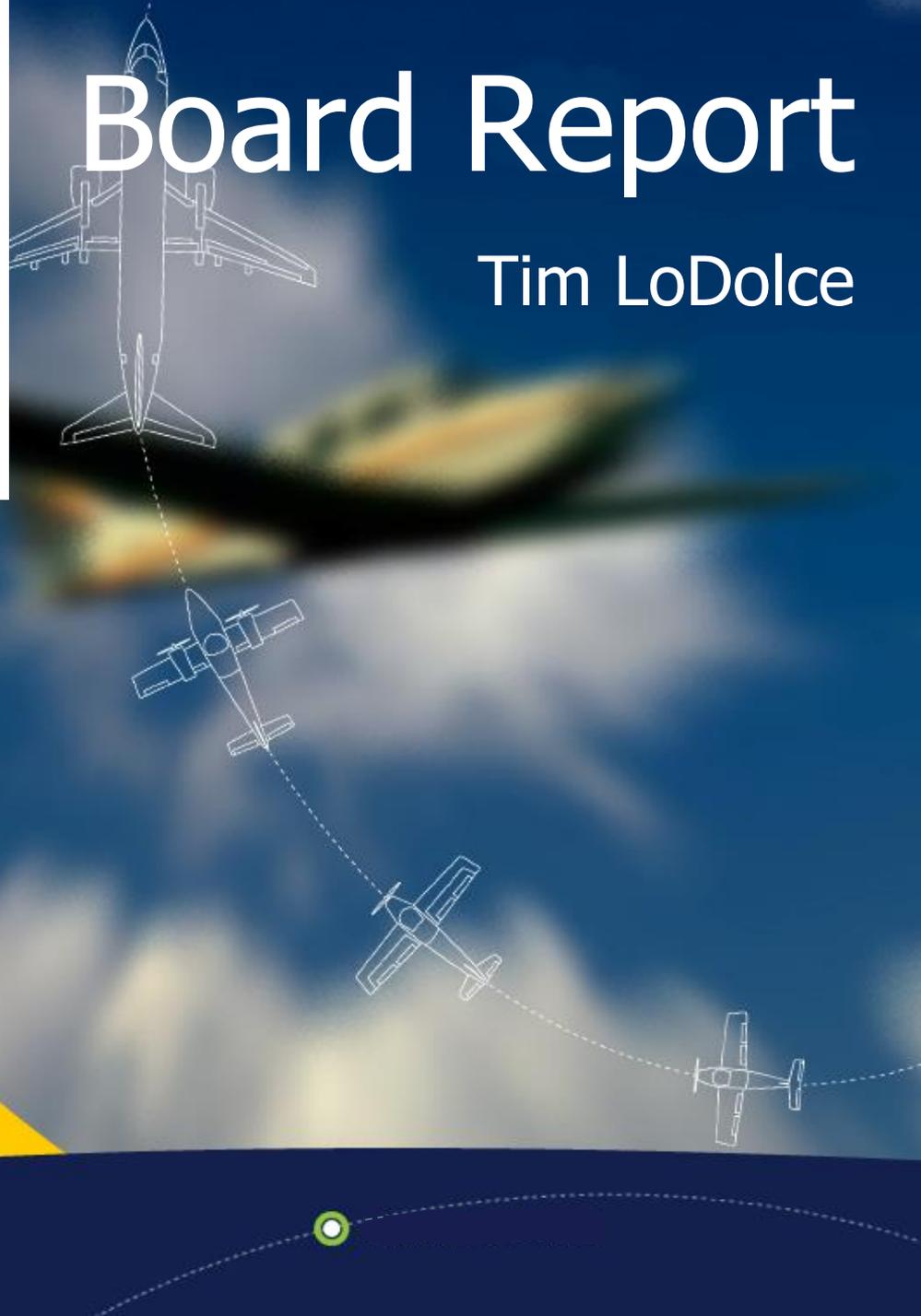




Board Report

Tim LoDolce



- Media
 - 2 quarter page ads in Pacific Flyer, April air show and June
 - KTKR 168 ad slots, plus airport slots (already started)
 - Sierra Sun
 - Half page ads (4 – Fridays)
 - Business card ads (3)
 - 4 page insert in July 4th edition
 - Handout at event
 - The Weekly ... Full page ads (2)
 - Moonshine Inc ... Half page ads (2)
 - Charter Media, Suddenlink TV placement
 - Truckee Donner Chamber eMail blasts
 - Posters ... first run out

Status (cont.)

- Public Relations
 - Press releases, press coverage to date
 - Northwoods Magazine (circulation 8,000)
 - Sierra Sun (circulation 12,500)
 - Pacific Flyer (circulation 100,000)
 - Placement in Local and Bay Area on-line newspaper and magazine calendars
 - Media event invites and alerts
 - Airport newsletter
 - Brief in next Via (AAA) magazine (circulation 2,500,000 in Western US)
 - Banners (5)
 - 4th July Parade

Status (cont.)

- Sponsorships
 - Picking up, \$10k cash, over \$10k “in kind”
 - Lowered entry level sponsorship to \$200
- Vendors
- Aviation assets
 - Tuskegee Airmen Grand Marshals
 - P51 “Man O’ War”
 - B25 “Old Glory”
 - Coast Guard C130
 - Parachutes “Just in Time Skydivers”
 - Red Stars formation flying (YAK52s)
 - Other assets, static and fly-bys

Status (cont.)

- Event Logistics
 - In progress
 - Preliminary airport layout map
 - 10/28 availability is limiting some commitments
- Program
 - Friday night dinner
 - Event hours 7am – 4pm
 - KTKE live broadcast
 - Estimate formal opening ceremonies 11am
 - Live entertainment during the day
- Budget
 - Slightly into contingency

Website <http://www.truckee-tahoeairfair.com/>



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