

**SPRING 2019**

Fête au Village, Legal, Alberta



# **SOCIAL MEDIA MARKETING PROPOSAL**

Highlighting businesses to support the growth  
and impact of Fête au Village

**Proposed by: Fête au Village Committee**

# THE VISION

To provide an opportunity for local businesses to leverage social media alongside their monetary support for Fête au Village to broaden public awareness of their goods and/or services.



**"There is no power for change greater than a community discovering what it cares about."**

MARGARET J. WHEATLEY

# THE POWER OF STORY

Through our growing following and the authentic power of shared excitement with Fête au Village, we are confident that incorporating social media as part of the benefits for Platinum and Event sponsors will enable businesses to share their story.



## PLATINUM/EVENT SPONSOR BENEFITS

Platinum and Event Sponsors will have an ad set created with *input/content from the sponsor* that will be timed, scheduled and executed on Facebook and Instagram (as appropriate).

A Platinum and Event sponsor would receive a minimum daily ad investment over 10 days leading up to Fête au Village weekend. These days would be spaced out throughout May, June and July.

The reach of ads will be slotted to target Legal and surrounding towns. Details, interests, ages, and location of the projected audience will be defined to ensure a broad and solid reach for the investment.

Benefits will also include shout outs on our social media pages. Your business will be tagged when appropriate to inform our followers of your involvement in the events of Fête au Village.

Facebook and Instagram LIVE will be leveraged to share in the moment experiences and showcase your business presence at the events throughout the weekend.