



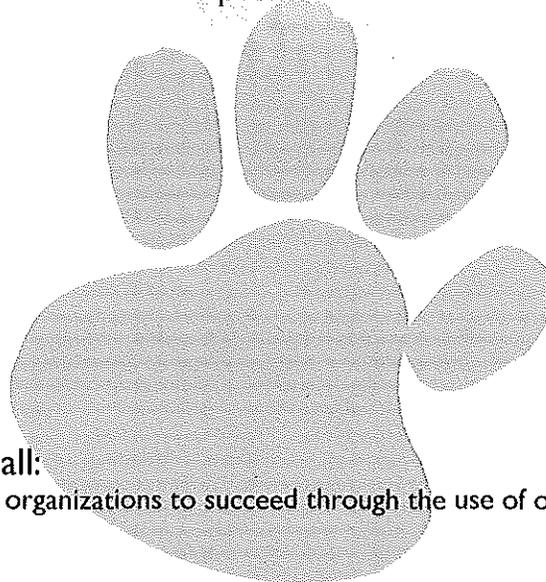
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Chemult Sled Dog Races Tourism Grant Proposal



30 September 2011



Our Call:
Enabling organizations to succeed through the use of online media.

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Chemult Sled Dog Races: Tourism Grant Proposal

Organization Applying: *wrinkledog, inc.*

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Title of Project: 2012 Chemult Sled Dog Race Online Promotion

Brief Description of Project: The Chemult Sled Dog Races is held annually in January in Chemult, Oregon. The race is organized by the non-profit group "The Chemult Sled Dog Race Association". Currently they do not have a website, nor do they have any plans to promote their event outside the county. Since Sled Dog racing is not often associated with Oregon, it fits right into the sweet spot of Discover Klamath's tag line "Oregon Unexpected". Moreover, it hits key target groups such as outdoor enthusiasts and adventure seekers.

Our aim is to double the event's attendance from the past two years (from 300 to 600) and to get 50-75 people to stay in overnight compared to was recorded last year.



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Project Description

Project Plan

1. What is the main focus of this proposal?

To Promote the Chemult Sled Dog Races for 2012 outside Klamath county. Specific target markets are Bend and Eugene, Oregon.

2. What are the project activities?

The Sled Dog Races event is run by The Chemult Sled Dog Race Association. The contact person is Erin Sutton at 541.408.5729. This group has run this event for several years in the past. It is a three day event. Friday is a practice run. Saturday and Sunday are the races.

wrinkledog is coming alongside The Chemult Sled Dog Race Association to promote the event as "Oregon Unexpected". The driving campaign themes will be "Do something different" and "Sled Dog races in your back yard". Although those are not the exact words to be used, those are the themes that will drive the design of the website, promotion and advertising.

3. When will the project occur? How long will it last?

It is a three day event that will take place on January 13-15, 2012. Friday are the practice runs. Saturday and Sunday are the races.

4. Who is the target market? What is your strategy for reaching the target market?

We are looking to target outdoor enthusiasts, dog lovers, adventure seekers and the general public looking for something different (unusual) to do on the second weekend in January. Target cities are Bend (65 miles) and Eugene, Oregon (102 miles).



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Project Goals

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

The event has typically drawn about 300 people. We are shooting to drive 600+ to the event. Of those we want to see 50-75 staying overnight in one of the area hotels.

Part of our plan is to help sponsor a free van which will shuttle people to and from the snow park. This helps keep visitors from having to pay for snow park passes. On the shuttle visitors will be asked where they are from. In the warming hut there will also be a guest book where visitor information can be collected. Finally, we plan to work with hotels to find out how where out of town guests were from over the weekend.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

First we will provide a detailed schedule on the website. This will give visitors a clear understanding of all that is happening and encourage people to stay for more than just "one thing". We also will work with the area hotels to get a 10% discount on lodging for the event and then promote the discount for those coming specifically to watch the event.

Qualifications of Application

7. Describe your organization.

For over eleven years *wrinkledog, inc.* has used its online and marketing expertise to deliver proven websites, successful e-mail campaigns and conduct sophisticated market research projects for a wide variety of clients. Our track record includes project successes with companies such as Xerox, Nokia, Louisiana-Pacific, Medtronic, Tektronix, Best Western, Parr Lumber, Klamath County Chamber of Commerce, City of Yreka, Ross Ragland Theater, Bell Hardware and more. We live and breath "online promotion". We will use our expertise to reach specific target markets and drive people to try something new and fun without breaking their budget.



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8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

wrinkledog was involved in the promotion and website for the Clinton Anderson clinic at the Klamath County Events Center in the spring of 2009. Both days were packed full of horse enthusiasts from around the region (estimate of 40% from outside the county).

Marketing Plans

9. Describe specifically how you will market the event to visitors.

- **Build a compelling website.** Currently The Chemult Sled Dog Race Association doesn't have a website. A google search demonstrates that is difficult to find out when this year's races will be. Even if you can find that information, then the details of the event are scant and no hotel or restaurant information is available. The event's promotion is non-existent. *wrinkledog* will fix this with a beautiful site that lists all the details necessary to plan a trip to Chemult and enjoy the event — including hotel and restaurant choices. In addition *wrinkledog* will publish the history of this annual event and the organization that makes it possible. The website will include one year of hosting, software usage and support by *wrinkledog*. The site can be reused again next year. The site is not a one time site, rather it is meant to promote the event all year long.
- **Create a Facebook page.** Link the website and Facebook page to build a community and gather demographic information about who is interested in this event. Facebook will also be used to build excitement prior to and during the event.
- **Advertise the event in Bend and Eugene**
 - Newspaper ads up to three weeks prior to the event in the Eugene Register and Bend Bulletin.
 - Radio Ads up to 10 days in advance of the event in Bend and Eugene, Oregon. Stations are TBD.
 - Online ads on same radio stations and newspapers as well as other online opportunities (TBD).



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- Free Publicity

- Up to three weeks in advance: Bend Bulletin's Friday magazine insert "Go"
- Article in The Eugene Register's annual November publication "Winer Sports"
- Bend Radio group is considering sponsoring the event. If so, they would match advertising dollar for dollar AND give "DJ Love" to promote the event through their DJs.
- Posters/Flyers. Place in pet shops, kennels and sport's shops in Bend and Eugene areas. Also place flyers at Willamette Pass and Mt. Bachelor ski resorts up to four weeks in advance of the event.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales (Be Specific)

The last two year's attendance is estimated at around 300 visitors. *wrinkledog* is shooting to double that to 600 visitors with 50-75 of those to be overnight guests. We will work with local hotels to get a discount rate of 10% for those attending the event and then promote that on the website and in advertising. We will collect email addresses for a post-event survey as well as have a paper copy available in the warming hut and on the shuttle van. We will also collect city names and other demographic information on the shuttle as well at the warming hut.

11. If your project is already underway explain how this grant will increase your likelihood of success.

The event is already scheduled to happen. However, there is no marketing plan in place. *wrinkledog's* effort will be to properly market the event and to put in place mechanisms to measure the success of that marketing effort. That data will then be passed onto The Chemult Sled Dog Race Association and Discover Klamath for their future use.



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12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

We are working with a Bend radio group to sponsor the event. This would give us a dollar for dollar match on advertising as well as "DJ Love" — where DJ's talk about the event in an enthusiastic way between songs or commercials.

The Chemult Sled Dog Race Association is also very excited about our promotional efforts. Their strength is organizing the actual event. They do not have marketing or online expertise. *wrinkledog* is a perfect fit to come along side and do what we do best. We will give this event exposure it deserves and attract outside the county visitors.

Finally this is a northern county event. Northern county residents generally feel that most county money is spent in the Klamath Falls urban area. This will help to change that view and put more dollars from tourism into the northern county area.

Signatures

Signature of Applicant

30 Sept 2011

Date

Signature of Board Chair

Date

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		7,000			
Cash Match -	\$700				
Source:	WRINKLEDON				
Source:					
Source:					
Total Cash Match	-	-	-	-	
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	700	-	-	-	
Total Projected Revenue	-	-	-	-	
EXPENSES					
Advertising		\$1,500			Newspaper Ads: Bond
Print					Bulletin & Eugene Register
Web		\$2,500			INCLUDES CALENDAR & 1 YR HOST
Other Internet		\$ 750			INTERNET ADS
Other		\$ 750			Design for Ads + LOGOS
Total Advertising	-	-	-	-	
Printing					
Postage					
Misc/Other (Explanation Req'd):		\$750			Project Management
Other:					COORDINATION @ WITH
Other:					SLED DON GROUP, ARTS, ETC
Other:					
Other:					
Total Miscellaneous/Other	-	\$450	-	-	VAN, GAS, FLYERS
Total Projected Expenses	-	-	-	-	
Net Projected Income<Expense>	-	-	-	-	

NOTES

Do not include any items listed on Page 3 of the application as not eligible
 Be as specific as possible; provide explanation to help clarify budget items
 Use the "Actual" column when preparing your final report; submit this form with the final report
 Use additional space or lines if necessary to provide complete information