



AGENDA & Notice of Regular Destination Newport Committee Meeting

The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 2:00 p.m., Thursday, August 20, 2015, Conference Room A, City Hall, 169 SW Coast Hwy., Newport, Oregon 97365. A copy of the meeting agenda follows.

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to Peggy Hawker, City Recorder (541) 574-0613.

The Committee reserves the right to add or delete items as needed and to discuss any other business deemed necessary at the time of the meeting.

DESTINATION NEWPORT COMMITTEE Thursday, August 20, 2015, 2:00 P.M. A G E N D A

- I. Call to Order
- II. Additions/Deletions to the Agenda
- III. Consent Calendar
 - a. Minutes - July 16 , 2015 meeting minutes review and approve
 - b. Review of Accts., July 2015 and the end of the 2014-15 Fiscal Year.
- IV. Media Consideration
 - a. Hospitality Vision - Marti Barlow
 - b. Oregon State Beavers - Ian Frost
 - c. KEZI - Randy Joss
 - d. Comcast - Josh Logan
 - e. All Classical - Eric Behny
 - f. Oregon Coast Today - Patrick Alexander
 - g. Visitors Choice - Ted Bainbridge
 - h. 2016 Oregon's Coast Visitors Guide - Gale Hart
 - i. KGAL - Charlie Eads
 - j. OPB - Kelsey Greco
- V. Other
- VI. Discussion and Action
- VII. Public Comment
- VIII. Adjournment

CALL TO ORDER

The July 16, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:10 P.M. In attendance were John Clark, Judy Kuhl, Carry Lewis, Steve Beck, David Heater, and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Jamie Rand, News-Times, Joe Van Ras, KFIR, Jennifer, OCCC, Bill Hall, Licoln County Commissioner, Jennifer Versteeg, Lincoln County Prevention Specialist, Elise Jordan, Paada.

INTRODUCTIONS

Everyone went around the table and introduced them themselves

ADDITIONS/DELECTIONS TO AGENDA

None

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the June 18, 2015, meeting;
- B. Review of Accounts for June 2015; was tabled until the next meeting to get the year end completed.

MOTION was made by Clark, seconded by Beck, to approve the consent calendar, as presented. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS & DISCUSSION AND ACTION

KFIR presented their proposal for the 2015-16 fiscal year. KFIR proposed no increase in rate and that we continue with the current campaign which includes 2 spots played per day, 364 days a year. We rotate six different commercials the KFIR develops.

Oyster Cloyster Grant was discussed and present to the committee. Lewis recused herself from discussion and vote.

MOTION was made by Clark, seconded by Beck, recommend the Oyster Cloyster Tourism Marketing Grant be approved by City Council for \$5,000. The motion carried unanimously in a voice vote, Lewis recused.

Presentation by members of the Lincoln County Marijuana Council (Jordan, Hall and Versteeg) on the ins and outs of the new laws regarding recreational marijuana and how it effects the hospitality industry. Some highlights are that marijuana cannot be transported across state lines, housekeeping should return to the office anything left in rooms. Council was looking for feedback on the best ways to get information out to the hospitality industry in Newport. The Council is available for presentation to hospitality industry staff. They can provide presentations in Spanish. There was a brief discussion regarding the issues in regards to the hospitality industry.

Committee reviewed the new information that was requested from the Buccaneer Rampage event for approval of their Tourism Marketing grant application.

MOTION was made by Lewis, seconded by Kuhl, recommend the Buccaneer Rampage Tourism Marketing Grant be approved by City Council for \$1,000. The motion carried unanimously in a voice vote.

Reviewed 2015-16 summary of accounts.

Outdoor proposal is on hold until fall, the Sept 17, 2015 meeting.

OPB proposal was reviewed, a presentation will be requested by Davis.

Oregon Coast e-Newsletter was discussed.

MOTION was made by Lewis, seconded by Beck, to approve One banner ad in Dec. for Seafood and Wine Festival, and 2 test ad in Oct. and April subject to be determined for \$680 total. The motion carried unanimously in a voice vote, Davis recused.

Oregon Coast Today proposal was discussed.

MOTION was made by Lewis, seconded by Clark, to approve a Full color ad for Sept 25 - Oct 30 for a total of \$1,680 with an 800 phone number to track activity of ad. The motion carried unanimously in a voice vote.

MOTION was made Kuhl, seconded by Clark, to continue with KFIR radio ads for \$3,600 for the year. The motion carried unanimously in a voice vote
Oregon Coast Today proposal is tabled until July 16 meeting.

CV & A Film's proposal was reviewed and passed on by the committee.

OTHER

Rand shared the completed videos by Uncage the Soul. Committee was very pleased with the final videos produced.

Rand shared his proposed campaign for the fiscal year 2015-16 including his new outdoor media ads.

MOTION was made by Lewis, seconded by Clark, to approve the new campaign for the fiscal year 2015 -16. The motion carried unanimously in a voice vote.

Next meeting will be August 20, 2015.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:30 P.M.

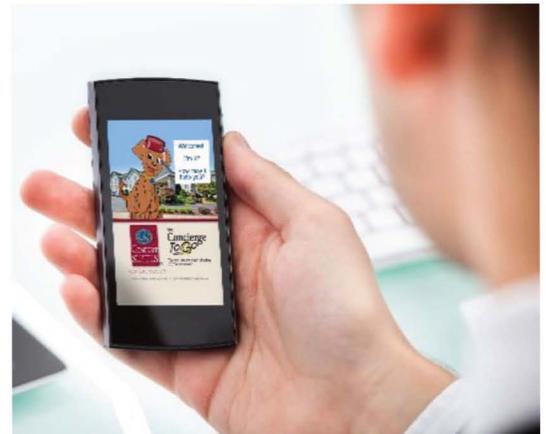
Concierge ToGoSM HospitalityVisionTM always accommodating

Submitted by Marti Staprans Barlow, marti@hospitalityvision.net (541) 760-5996.
Twitter @goaskmarti www.hospitalityvision.net

HOSPITALITYVISION/CONCIERGE TOGO®

HOTEL MOBILE APP/TV & PRINT PARTNERSHIP

Statewide travel spending, \$10.3 billion, increased by 4.3 percent in current dollars and 3.5 percent in real dollars (adjusted for inflation). This is the fifth consecutive year of spending growth. An estimated 26.8 million overnight visitors traveled to Oregon destinations in 2014 (preliminary). This represents a 2.1 percent increase over 2013. **Hotel Room demand, as measured by STR, Inc., increased by 4.0 percent for the year. Local lodging tax receipts increased by 15.2 percent from the 2013 to 2014 fiscal year**



Advertising with HospitalityVision/Concierge ToGo® targets Albany, Eugene and Corvallis university markets where families, visiting students, and business travelers are looking for a “day trip” which can be easily converted into an overnight stay. This is a ready-to-buy market simply deciding where to go.

The fastest growing group of travelers are the millennials. They find info and book travel on their smart phones and we target them directly – smart phone use has surpassed PC use.

**DESTINATION NEWPORT “GOES MOBILE” WITH THE NATION’S ONLY
TRADEMARKED VIRTUAL CONCIERGE HOTEL
SMART PHONE APP**



For just \$225.00 a month (usually \$99 monthly per market), Destination Newport will receive:

1) CONCIERGE TOGO® MOBILE SMART PHONE APP LISTING

Listing on Places to Play for Destination Newport website on virtual concierge phone apps. With Concierge ToGo guests can take the directory out of the room™ at these hotels:

Corvallis:

Leo at the Corvallis Hilton Garden Inn (code 1234 for sample)

Bernice at the Holiday Inn Express on the River

Super Kate at the Corvallis Super 8 Riverfront (code 1250 for sample)

Cory at the Corvallis Best Western

NEW: Booker at Comfort Suites

Corvallis –Hotel Code 1266

NEW: Econolodge Corvallis

Albany:

Sadie at the Comfort Suites

Wes at the Best Western Albany

Super Nate at the Albany Super 8

Eugene:

Phil at the Campus Inn Suites

Gene the Duck at the Comfort Suite

Glenwood

Phil at the Broadway Inn

Phil at the Courtesy Inn



LISTINGS ON CONCIERGE TOGO BED AND BREAKFAST MOBILE APP IN CORVALLIS!

59% of all travel booking/plans are no made online or on mobile source – per NewMedia watch. Concierge ToGo provides a concierge to mid-level hotels so guests can tour hotel amenities, books room, play free games, send a free postcard, check meeting times and local events, reserve a limo tour, order a wakeup call, book a spa, order room service and check out and all local dining options/attractions. Videos and photos can be incorporated in the app.



2) IN-ROOM HOTEL TELEVISIONS Many hotel groups, including Choice ® Hotels have incorporated de-clutter programs in rooms and lobbies. HospitalityVision is your entry into each and every room to invite guests to Newport on the specific in-room hotel information channel or official TV Guest Directory – we have replaced the in room print directory in most of our hotels.

Destination Newport’s ad is showcased to TARGETED visitors making their buying decisions in the room:

Your ad is aired on all the hotel TVs 160X a day, 5400 X a month on each TV in these adjacent day and overnight trip-friendly markets on only in-room ad venue



Albany: Comfort Inn Suites, Phoenix Inn Suites, Holiday Inn Express and Super 8 for 400 rooms to **170,000** guests annually. *guests ask for day/night trips

Corvallis: Hilton Garden Inn, Holiday Inn Express on the River, Best Western Grand Manor Inn, Comfort Suites, EconoLodge and Super 8 OSU partner hotels in 600+ rooms to **300,000** visitors and Beaver fans annually. *guests ask for day/night trips

Eugene: Comfort Suites, Campus Inn Suites, Phoenix Inn Suites, Broadway Inn, Courtesy Inn, and University Inn U of O Partner hotels 450 rooms to **280,000** visitors and Duck fans annually. *guests ask for day/night trips. **Ad can be switched out seasonally at no extra charge.**

3) PRINT EZ MAP IN LOBBY

Print Listing on EZ maps in Corvallis, Albany and Eugene – the primary map handed out in the hotel lobbies and printed monthly on demand so it can be seasonally adjusted for different activities. 50, 000 copies printed annually.

4) NEW GAME ON APPS CALLED HOTEL RUN.

Total TARGET MARKET REACH – 750,000 guests on all screens and map. (up 20% from last year)

Total partnership agreement amount to be approved for 2015-2016 or 9 mos at \$225.00 or \$2025*

***three months free donated by HospitalityVision/Concierge ToGo in support of Oregon Tourism.**

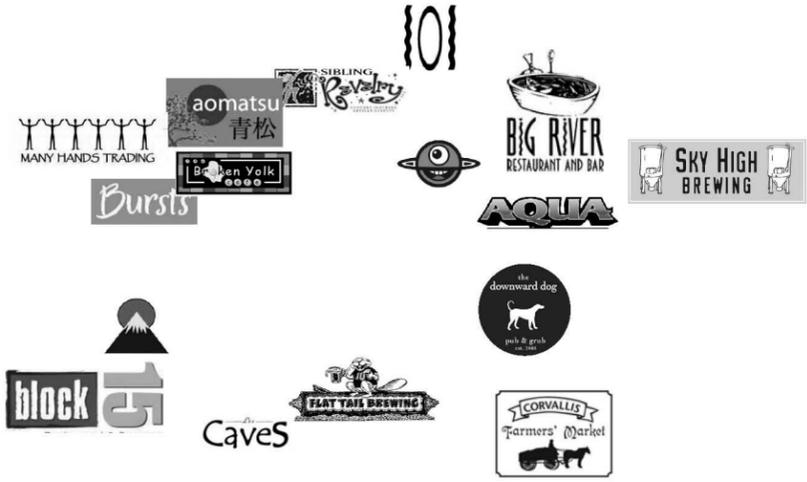
With HospitalityVision.....



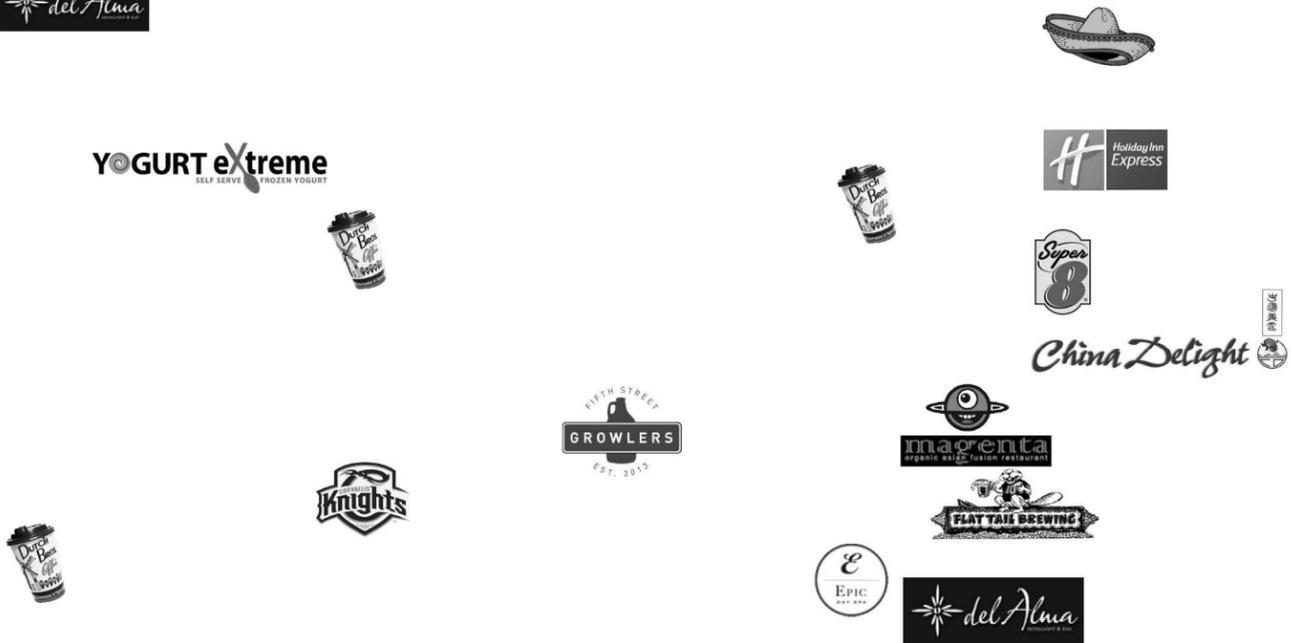
A personalized concierge for each hotel so that each hotel can stand out from the rest.

Guests watch their lobby or in-room TV's for information about the hotel and community and then simply scan in the QR code and download the ConciergeToGo™ app on their smart phone and take their *Guest Directory out of the room* with detailed hotel info, maps to local attractions, restaurant menus, meeting times, hotel rewards program links & free games.

YOGURT extreme
SELF SERVE FROZEN YOGURT



YOGURT extreme
SELF SERVE FROZEN YOGURT



Hilton Garden Inn

FORKS & CORKS CATERING



Donna & Bella
Fine Lingerie Comfortwear





comcast.



DNC Meeting August 20,





Destination Newport Committee

Beaver Sports Properties

Ian Frost



BEAVER NATION RESEARCH

FAN BASE

Passionate home crowds are nothing new to the Beavers who have enjoyed some of the finest support in the nation over the last two decades. **Over 1,000,000 fans attend, watch and listen** to Oregon State games each year according to Scarborough National Research.

DID YOU KNOW

-  35% of the Portland DMA are fans of the Beavers, making it one of the most followed teams in the region!
-  84K Oregon State alum live in Oregon with 80% living in Portland!
-  Beaver Fans are 16% more likely to have an annual income of \$100K or more!
-  Beaver Fans are 13% more likely to live in homes valued at \$250K or more!
-  64% of fans would consider switching brands or buying habits to support a sponsor of their college sports team!
-  Oregon State reaches over 9.2 million fans nationwide!
-  74% of Beaver fans OWN their own home

Source: Scarborough Research

ATTENDANCE

SPORT	AVERAGE
2014 Football	42,175
2014-15 Men's Basketball	5,612
2014-15 Women's Basketball	4,194
2015 Baseball	2,858
2015 Gymnastics	1,516

DEMOGRAPHICS

AGE

- Age 18-24 8%
- Age 25-34 19%
- Age 35-44 16%
- Age 45-54 22%
- Age 55-64 17%
- Age 65+ 18%

HOUSEHOLD INCOME

- \$40,000+ 68.8%
- \$50,000+ 56.1%
- \$75,000+ 34.9%
- \$100,000+ 21.3%

GENDER

- 57.2% Male
- 42.8% Female



BEAVER NATION – FOOTBALL

FOOTBALL FAN SEASON TICKET BASE

	Holders (%)
Portland/Vancouver/Metro Area	40.5%
Corvallis/Albany Area	24.1%
Salem Area	13.3%
Central/Eastern Oregon	5.0%
Eugene Area/Southern Oregon	6.8%
Oregon Coast	2.2%
Out of State	7.7%



-  **New Head Football Coach Gary Andersen brings his fast pace offense and hard-hitting defense to Oregon State after going 30-9 in his last 3 seasons, most recently at the University of Wisconsin.**
-  **During the 2014 Season, Sean Mannion became the #1 all time Pac-12 career passing yardage leader with 13,600 yards.**
-  **42 million dollars in renovations will be completed to Valley Center football facilities by the 2016 football season.**



TRAVEL TO NEWPORT RESEARCH

A fan is an adult 18+ who has watched, listened or attended an Oregon State University sporting event in the past 12 months.

Places Visited Overnight or Longer in the Past 12 Months



25%

24%



20%

16%



10%

5%

0%

Newport

Portland DMA

Beaver Fans



MARKETING ASSETS

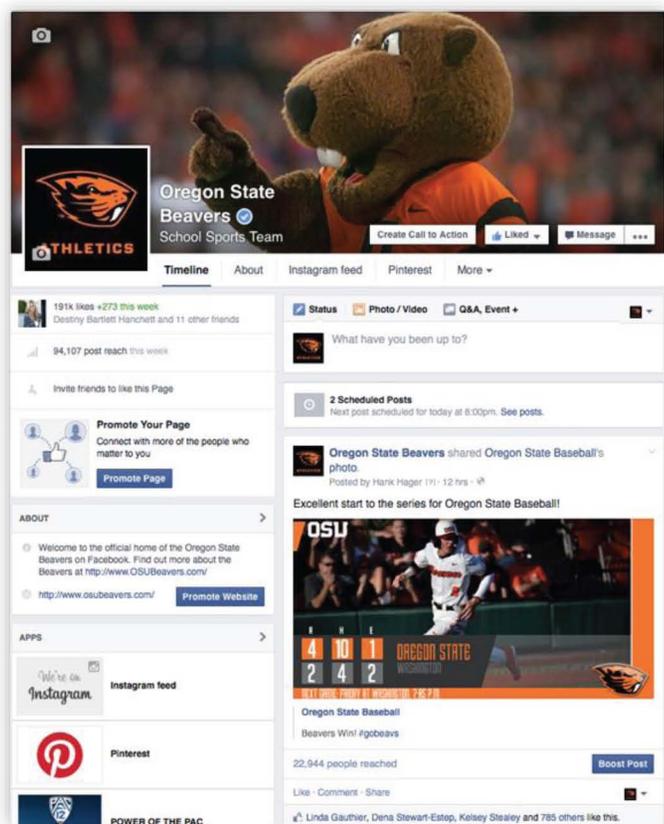


BEAVER NATION DIGITAL NETWORK

-  4.5 million page views to OSUBEAVERS.COM from July 2014 – June 2015
-  1.8 million unique visitors to OSUBEAVERS.COM from July 2014 – June 2015
-  192,000+ Facebook likes!



The screenshot shows the Oregon State website homepage. At the top, there is a navigation bar with the "OREGON STATE" logo and the Beaver mascot head. Below the navigation bar, there is a main content area featuring a video player with a news article titled "Pres. Ray: 'Stansbury Fits into OSU's DNA'". Below the video, there are promotional banners for "CELEBRATE RESPONSIBLY" and "GRAND OPENING NEW ONLINE STORE". A "SCHEDULE" section is visible, showing upcoming games for various sports including Baseball, Women's Soccer, and Hockey. The bottom of the page features sections for "AZUMANO TRAVEL", "BEAVERS ON PAC-12 NETWORKS", and "New Airlines at EUGI".



The screenshot shows the Oregon State Beavers Facebook page. The page header includes the team name "Oregon State Beavers" and "School Sports Team". The page features a profile picture of the Beaver mascot and a cover photo of the mascot. The main content area displays a post with a photo of a baseball player and the text "Excellent start to the series for Oregon State Baseball!". The page also shows a "SCHEDULE" section with upcoming games and a "PROMOTE YOUR PAGE" button.



SOCIAL MEDIA FACEBOOK

FACEBOOK ENGAGEMENT CAMPAIGN

Destination Newport will be the official title sponsor of an engagement campaign on the Oregon State Athletics Facebook page for seven (7) days during the 2015 Oregon State Football season.

- Title sponsor gets logo on Facebook page as well as contest page.
- Title sponsor receives three (3) wall posts
- Day 1: Contest sponsor; one (1) wall post + all additional marketing sent out to promote campaign
- Day 2: Contest sponsor
- Day 3: Contest sponsor: one (1) wall post
- Day 4: Contest sponsor
- Day 5: Contest sponsor: one (1) wall post
- Day 6: Contest sponsor
- Day 7: Contest sponsor; contest winner announced on wall & contest page. BSP and Mattress Mania will work together to come up with the prize for the winner.

Contest Capabilities

- Grow “Discover Newport Oregon” Facebook page
- Display Discover Newport video on contest entry page
- Data collection



SOCIAL MEDIA FACEBOOK

SOCIAL ENGAGEMENT CAMPAIGN EXAMPLE



KEY PERFORMANCE INDICATORS

- **139,632** Total Impressions (“Reach”)
- **1,792** Unique Campaign Visitors (**1.3% CTR**)
- **801** Total Sign-ups (**45% conversion**)
- **523** opt-ins to learn more about LG Electronics
- **571** opt-ins to receive more info from the Beavers

FACEBOOK STATS

- **Total Likes:** 1,095
- **Total Comments:** 164
- **Engaged Users:** 1,416



OSUBEAVERS.COM ONLINE & MOBILE WEB

PREMIUM DISPLAY ADS

Destination Newport will receive premiere placement on OSUBeavers.com desktop and mobile site with premium ad impressions all linking to your destination URL (website, Facebook page, etc.).

Campaign Details:

- September 2015 – May 2016
- 300,000 guaranteed impressions

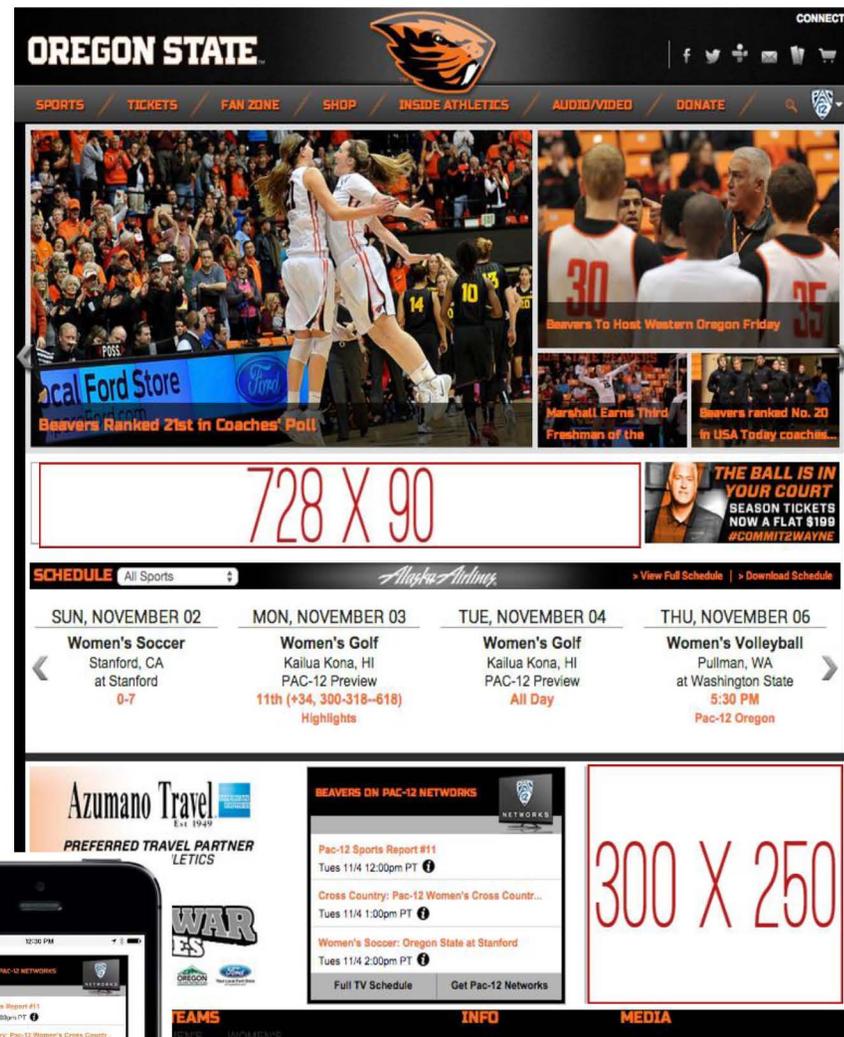
Leaderboard Ad

Ads will rotate among leaderboard ads, story ads and mobile banner ads throughout OSUBeavers.com

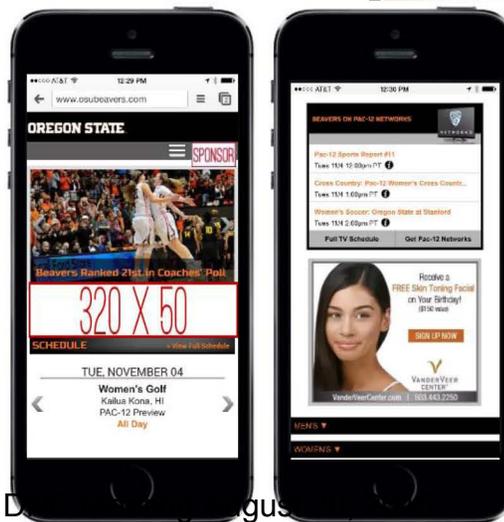
Ad sizes:

- LEADERBOARD AD: 728x90
- STORY AD: 300x250
- MOBILE BANNER AD: 320x50

Mobile Banner Ad



Story Ad



FOOTBALL PROMOTION

FOOTBALL “TEXT TO WIN” PROMOTION

Throughout the 2015 Oregon State Football season, fans will text “NEWPORT” to 90561 for a chance to win a two-night Stay & Play package to experience all the wonderful things Newport has to offer. The contest is entirely turn-key for Destination Newport. Destination Newport will provide Newport packages.

Winner will receive:

- Two night stay at a Newport hotel
- Passes to Newport attractions
- Gift certificates to Newport restaurants
- Oregon State Beavers merchandise

Number of possible winners:

- One (1) season long winner
- Three (3) winners (one per month)
- Six (6) winners (one per home game)



FOOTBALL PROMOTION

FOOTBALL “TEXT TO WIN” PROMOTION

The “Text to Win” promotion will be supported through the following assets:

Reser Stadium North Endzone Ribbon Board

- 4' high x 132' wide logo recognition
- Eight (8) displays per game guaranteed
- Ribbon board sponsors will continuously rotate throughout the game
- Four (4) minutes of exposure minimum guarantee per game
- Will support :30 seconds of animated graphics



PA Announcement with Videoboard and Ribbon Board Recognition

- One (1) PA Announcement with Recognition during each home game
- During each PA, Destination Newport will receive exposure on the Reser Stadium videoboard and ribbon board



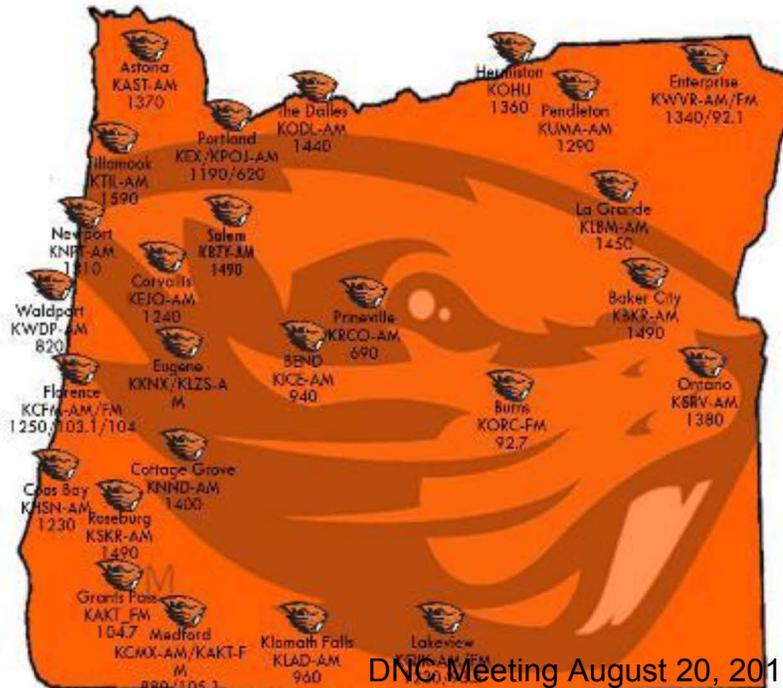
FOOTBALL PROMOTION

FOOTBALL “TEXT TO WIN” PROMOTION

The “Text to Win” promotion will be supported through the following assets:

Football Radio Network Live Mentions

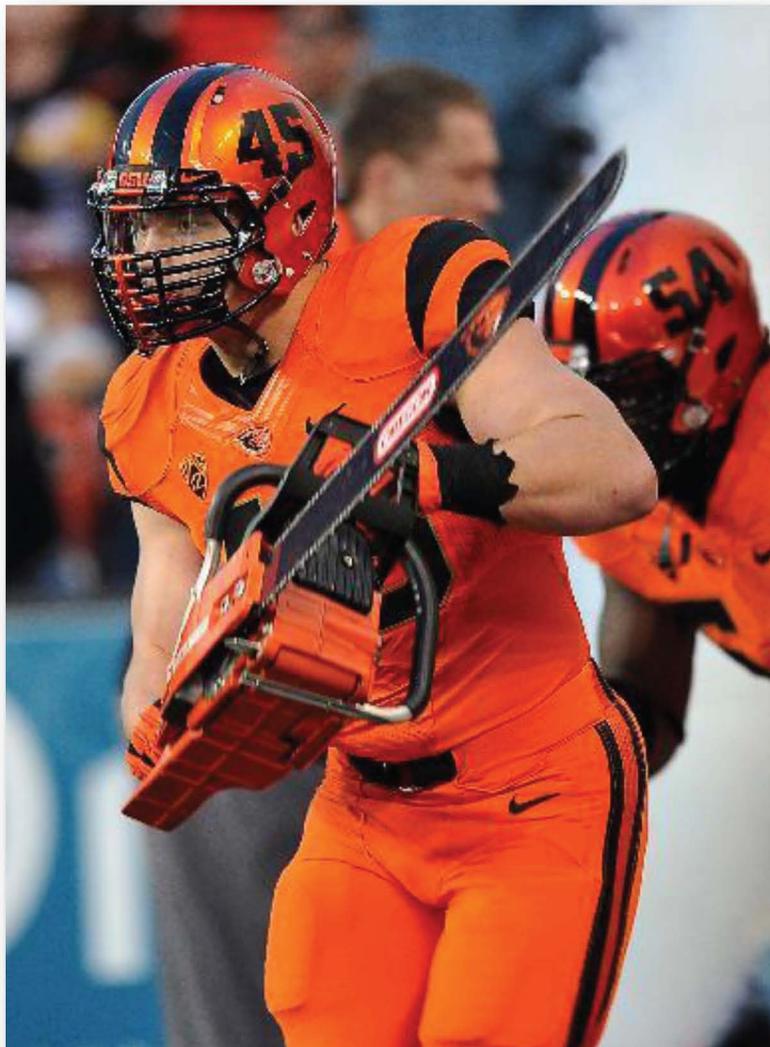
- One buy delivers **26 markets** statewide.
- On any given Saturday, approximately **200,000 listeners** tune-in to the Beaver Football broadcasts.
- Two (2) live mentions in all twelve (12) OSU Football broadcasts (2 live mention x 12 broadcasts x 26 stations = 624 total live mentions).



Astoria	KAST-AM	1370
Baker City	KBKR-AM	1490
Bend	KICE-AM	940
Brookings	KURY-AM	910
Coos Bay	KHSN-AM	1230
Corvallis	KEJO-AM	1240
Enterprise	KWVR-AM	1340
Enterprise	KWVR-FM	92.1
Eugene	KKNX-AM	840
Eugene	KLZS-AM	1450
Florence	KCFM-FM	104.1
Florence	KCFM-FM	103.1
Florence	KCFM-AM	1250
Grants Pass	KAKT-FM	104.7
Hermiston	KOHU-AM	1360
Klamath Falls	KLAD-AM	960
La Grande	KLBM-AM	1450
Medford	KAKT-FM	105.1
Medford	KCMX-AM	880
Newport	KNPT-AM	1310
Pendleton	KUMA-AM	1290
Portland	KEX-AM	1190
Portland	KPOJ-AM	620
Prineville	KRCO-AM	690
Roseburg	KSKR-AM	1490
Salem	KBZY-AM	1490
St. Helens	KOHI-AM	1600
The Dalles	KODL-AM	1440
Tillamook	KTIL-AM	1590
Waldport	KWDP-AM	820
Woodburn	KWBY-AM	940



TOTAL INVESTMENT



OPTION I

One (1) Oregon State Facebook Engagement Campaign

OSUBeavers.com Online & Mobile Web Ads

Three Hundred Thousand (300,000) Guaranteed Impressions

TOTAL INVESTMENT **\$10,000**

OPTION II

OSUBeavers.com Online & Mobile Web Ads

Three Hundred Thousand (300,000) Guaranteed Impressions

Football "Text to Win" Promotion

Reser Stadium Ribbon Board

One (1) PA Announcement with Recognition in each home game

TOTAL INVESTMENT **\$18,500**

OPTION III

OSUBeavers.com Online & Mobile Web Ads

Three Hundred Thousand (300,000) Guaranteed Impressions

Football "Text to Win" Promotion

Reser Stadium Ribbon Board

One (1) PA Announcement with Recognition in each home game

Two (2) Football Radio Network Live Mentions in each broadcast

TOTAL INVESTMENT **\$25,000**



Lorna & Cindy,

Below is my proposal for the continuation of the shoulder season Valley ad campaign. Thanks for your consideration

Destination Newport
City of Newport
Attn: Cindy Breves-DNC
169 SW Coast Hwy
Newport, OR 97365

Package Billing: \$350 per month....September 8 through June 30th Cut # 2566N & 2563N (thirty and sixty in rotation)

All 5 stations (2 broadcast & 3 Internet streams) at a non-profit rate of \$350 per month. In most months you would receive over \$1000 in value and always at least \$700. Actual times would be sent to you every month.”

You have the produced ads in the last email.

Charlie

Richard C. Eads
VP/General Manager
KGAL/KSHO Radio
PO Box 749
Albany, OR 97321
541-926-8683
Cell: 541-990-6055
charlie@kgal.com



THANK YOU

On behalf of OPB's audience of 1 million+ Oregonians and Southern Washingtonians, **thank you** for considering an OPB sponsorship.

Oregon Public Broadcasting is respected nationally as a source for giving voice to the community, illuminating a wider world, and connecting Oregon with its neighbors. When your company becomes an OPB Business Partner, it benefits from that reputation. Sponsorship of OPB is a way for you to make a very visible, positive contribution to the community and to the quality of life of its members, while getting your message out to a broad, high quality audience.

Outlined is a proposal for partnership on radio, which I think you will find highly effective. On page 3 you will find statistics matching potential visitors to our radio audience. On page 4 you will find specific options for radio sponsorship.

We are happy to offer this unique marketing opportunity to the City of Newport.

Sincerely,

Kelsey Greco
OPB Account Executive
503.293.1998
kgreco@opb.org



LISTENERS CONNECT WITH PUBLIC RADIO

74

PERCENT

Discuss content with friends, family and colleagues

87

PERCENT

Consider public radio "personally important" to them

95

PERCENT

Take action in response to something heard on NPR



LISTENERS CONNECT WITH PUBLIC RADIO SPONSORS

61

PERCENT

Hold a more positive opinion of sponsors that support NPR

53

PERCENT

Agree NPR is selective about companies that sponsor its programming

54

PERCENT

Prefer to buy products or services from NPR sponsors¹

¹ Lightspeed Research, NPR Sponsor Impact Survey, November 2013

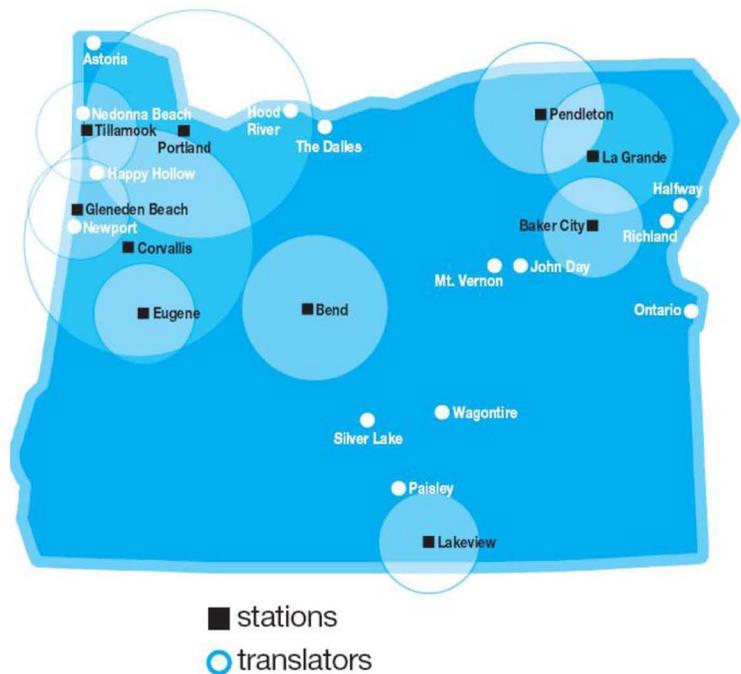


OPB RADIO

OPB Radio reaches more than 445,000 listeners each week on 25 stations and translators throughout Oregon and southern Washington. An influential audience turns to OPB for in-depth, thought-provoking, and enjoyable programming. In fact, those who consider OPB to be their favorite station listen to OPB more than 10 hours per week.

OPB/KMHD RADIO AUDIENCE

- **316,000+ listeners have spent one or more nights at the Oregon Coast in the past 12 months.**
- **OPB/KMHD listeners are 21% more likely than the average Portland market to visit Newport.**
- More than 50,000 OPB/KMHD Listeners have visited the Oregon Coast Aquarium in the past 12 months.
- 113,564 listeners have been hiking or backpacking in the past 12 months.
- 150,000+ OPB Radio listeners are between 25 and 54 years old.
- 101,000+ OPB Radio listeners have one child or more at home.





SUGGESTED CAMPAIGNS (Please choose from A or B)

OPB and KMHD Radio Package A

- Radio Coverage
 - 15 OPB Radio Premium Rotators (M-F, 5am-midnight)
 - 20 KMHD Broad Rotators (M-Sun, 6am-midnight)
 - Total spots: 35

Net sponsorship: \$2,350

OPB and KMHD Radio Package B

- Radio Coverage
 - 25 OPB Premium Weekday Rotators (M-F, 5am-midnight)
 - 20 OPB Premium Weekend Rotators (Sat-Sun, 5 am - midnight)
 - 20 KMHD Broad Rotators (M-Sun, 6am-midnight)
 - Total spots: 65

Net sponsorship: \$5,250



SPONSORSHIP BENEFITS

In addition to radio and online sponsorship benefits, the City of Newport will also receive:

Special Event Invitations

Meet public broadcasting personalities and network with other Business Partners.

Partnership Promotion

Promote your support of OPB in your organization's materials and link to OPB's website. Please request logos and specs.

The City of Newport's name on the OPB Website

Your company name will appear on opb.org/sponsorlist.

Individual Membership Discount

Encourage employees to become new members at 20 percent off the regular rate.

Lending Library

Enjoy free borrowing privileges from our library of both PBS "favorites" and business development programs. You may access our entire list of available videos at opb.org/support/library.



PROCESS & PRODUCTION

1) Calendar

To start your sponsorship on OPB, the first step is to craft a schedule of recognition spots that will fit your budget and support your marketing calendar.

2) Agreement

Once you approve a schedule, OPB will provide a simple agreement for signature. With your signed agreement, we will reserve your spots in the schedule. We then work out the details of copy and creative.

3) Copy & Creative

Due to the non-commercial nature of our air, copy and artwork must meet OPB guidelines and committee approval. The process typically takes 1 – 2 weeks.

- Radio and TV spots are typically written collaboratively between the sponsor and OPB based on the sponsor's branding language and your account executive's knowledge of OPB's on-air guidelines.
- OPB can produce your TV spot with sponsor-provided visuals for \$250.
- Online ads are provided by sponsors per OPB specs. Referrals to qualified design resources available upon request.

4) Billing

Finally, billing will be sent monthly based on the number of spots that ran in the month before. If you have specific needs in your billing, we can work out a plan to accommodate your needs.

Sponsorship based upon availability. Rates are net and are guaranteed for three months from proposal date. Programs and/or spots are subject to change and may be pre-empted. If pre-empted, a comparable make good radio spot will be aired. All changes require a minimum of five business days.

Sources: PPM Analysis Tool, A6+, Portland, OR Metro, Nov, Dec 2014/Jan 2015, KOPB-FM+KOAC-AM © 2014 Nielsen Audio. May not be copied or reproduced without the prior written permission of Nielsen Audio; Google Analytics, opb.org, 2013 Average; Stream: DoubleClick, April-August 2013 Average, Stream/3+Banner