



The **Canine Cabins** Project is a proposed large scale public art exhibit to take place over a two-week period in the Summer of 2020. This 2 week art event will incorporate local artists to produce artistic, functional, dog houses to be on display as an amenity to guests during our busy summer season.

The beauty of one of these events is the element of the unknown in terms of how the final display looks. Combine this with the power of the **Colorado Mountain News Media** group to promote the project across our state, and we have the opportunity to create a unique project that offers an artists value to the community as well as a superb marketing opportunity for our sponsors over a 2 week period.

## HERE'S HOW IT WILL WORK

1

**Sky-Hi News** will facilitate the entire display by first identifying 12-18 individuals that want the opportunity to take part in the event. We will create an online application process for them to apply to create a dog house. They will submit proposed dog house concept and Fraser town council will have a board of community stakeholders decide which designs to support. We will allow up to 8 weeks for artists to complete dog houses with a deadline of approximately 2 weeks prior to the debut of the project. Social media promotions will run concurrently to highlight your favorite dog house, or simply show your family enjoying a day relaxing in the most amazing place on earth.

2

**Sky-Hi News** will promote this event through social media channels and via a strong digital campaign. The promotion will highlight the artists, giving them recognition on a large scale.

3

Social media promotions will run concurrently to highlight your favorite dog house,

4

To open the project, there will be a ribbon cutting ceremony at the installation site where media, sponsors and stakeholders will be invited. We will then partner local realtors with each doghouse to "sell" as a fundraiser for Pet Pals. During the 2 week installation period, there will be a weekly featured puppy in Sky-Hi News that will be up for adoption. Also in that time, we will invite the public to vote on their favorite doghouses with cash awards for the winners. At the conclusion of the doghouse display period, there will be a closing party open to the public. At the closing party will marry the adopted dogs with their new owners as well as allow the new owners of the doghouses to pick them up. The event will be catered complete with champagne and music.

The Canine Cabins Project will accomplish several things throughout its run in the summer of 2020 including:

- » Fostering an amenity for guests and locals
- » Creating a lasting impact for nonprofits and local artists
- » Achieves regional/national recognition and participation
- » Maximizes promotional and marketing reach across many avenues
- » Builds the Sponsor brand
- » Delivers fresh content, and an enhanced experience
- » Will drive visitors to the Town of Fraser to experience the exhibit
- » Will promote an atmosphere of vitality, fun and celebration
- » Curates a sense of community and pride for our residents and guests



HOST COMMUNITY SPONSORSHIP

ONE AVAILABLE

- » The Presenting Sponsor will receive unprecedented marketing exposure of the "**Canine Cabins**".
- » **Naming rights** of the event – Your name and branding will be included in the logo, and in all marketing collateral associated with this event. Company logo on signage next to each dog house on display.
- » **A feature story** in Sky-Hi News introducing this story to our community, and highlighting your support
- » Minimum of **6-½ page ads** dedicated to your business to run during the project display period.
- » Sponsored **social media** posts promoting different phases of the event
- » **Native ad** for Town of Fraser to be published in the Sky-Hi News
- » **Cross-market digital marketing** campaign to promote event including digital display ads, emails and social media posts.
- » At event launch Sky-Hi News will publish a **glossy wrap** to highlight all houses, real estate agents, sponsors, donors and beneficiaries.

**YOUR COST: \$15,000**

