



Arts & Craft Vendors  
WANTED for the summer's  
BEST Open Air Market!  
June 10-11 in Ottawa



We're  
**JAZZED**  
about  
this market!



Featuring the most unique  
arts and crafts made by hand,  
and of the highest quality  
all on Court Street  
during Winefest!!



# Vendors Wanted!

Great spots available on Court Street for this summer's BEST fest  
Saturday & Sunday, June 10-11

*Downtown Ottawa, Illinois*





Look How This Fest is Promoted STATEWIDE!!

Ticket Sales for 2015 were up **19%** (4,900) from 2014 (4,100) for wine tasting portion of the Ottawa Wine Festival. Attendance for those who purchased tasting tickets throughout the weekend was up **83.7%** from last year. These attendance records do not count "designated drivers" and others who simply enjoyed the three-days of FREE live Jazz music.



**E-newsletter:**  
Delivered: 31,799  
Impressions: 130,500



**May and June E-newsletters:**  
Delivered: 175,805  
Click-throughs: 15,678

**Web:**  
Impressions: 90,106



**WFMT E-newsletters:**  
May 14 & May 28, 2015  
Delivered: 32,539  
E-Newsletters  
Opened: 4,877  
Click-throughs: 99

**WFMT.com/homepage:**  
May 1- June 7, 2015  
Pageviews: 57,148  
Impressions: 20,199  
Click-throughs: 225



**WTTW.com/Checkplease:**  
May 1- June 7, 2015  
Pageviews: 134,330  
Impressions: 126,857  
Click-throughs: 299

**Check, Please! Planner E-blasts:**  
Delivered: 298,537  
E-Blasts Opened: 41,697  
Click-throughs: 441



**Social Media Followers**  
9,000

**Featured in 2 E-blasts:**  
Delivered: 8,578



**Web:** Pageviews: 79,000

**Facebook Ad Run by HCCVB:**  
Ad Clicks: 1,976 Reach: 29,997





## Marketing Strategies

Targeted Jazz enthusiasts through Chicago Jazz Magazine. Targeted interests in Performance through Playbill. Targeted local markets through Starved Rock Country Magazine WTTW/WFMT listeners spent over \$238M on "Event" tickets last year. Number of WTTW/WFMT listeners that drink wine and/or beer 3+ times in 2 weeks is 95,145.

**Received \$61,100 advertising value for a cost of \$42,100, an added value of 144.89% Total People Reached: 7,580,464**

<b>OWF Media Value</b>	<b>\$61,000</b>
<b>Paid Media (Print, TV, Radio, Online)</b>	<b>\$42,100</b>
Less than 10% placed within 50 miles	
<b>CVB Added Value</b>	<b>\$18,900</b>
<b>CVB Marketing Partnership Grant</b>	<b>\$13,500</b>

**Look How This Fest is Promoted STATEWIDE!!**



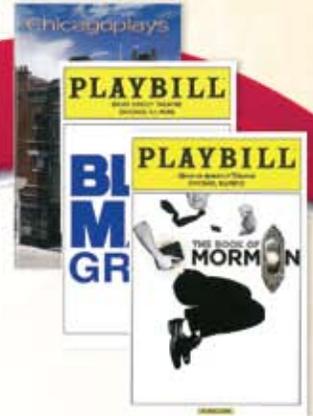
**Starved Rock Country Magazine**  
Full Page Ad  
Circulation: 28,000  
Directly Mailed: 5,000



**"The Guide" by WTTW/WFMT**  
1/2 Page Ad  
May & June issues  
Subscribers: 90,000



**Chicago Jazz Magazine**  
2/3 Page Ad  
Circulation: 20,000  
Paid Subscribers: 1,500



**Playbill**  
Full Page Ad  
April & May Issues  
Circulation: 508,180  
Distribution: 28 theaters

**Festival Program**  
Printed 5,000  
Distribution:  
Visitors & local businesses



**Chicago Magazine**  
1/6 Page Ad  
Rate base: 150,000  
Circulation: 717,069



**CLTV** 51 @ :15 spots  
CHICAGO TELEVISION  
**WGN** 14 @ :15 spots  
TELEVISION CHICAGO  
Viewers reached: 1,415,000  
**wttw11** 4 @ :15 spots  
10 @ :30 spots  
Viewers reached: 3.6 million



HeritageCorridorCVB.com



**98.7 wfmt** 50 @ :60  
15 @ :15  
Listeners reached: 500,000/week

**89 WLS** 5 @ :05  
11 @ :30  
Chicago's Talk Leader  
Listeners reached: 84,300/week

**WCMY** 98 @ :30  
**1430 AM** 42 @ :30

**96.5 WOLF** 40 @ :30  
40 @ :60  
20 in a ROW COUNTRY

**99.3 WJJK** 70 @ :30  
45 @ :60

**1220 WLPO AM** 15 @ :30  
15 @ :60

**95.3 SaM** 148 @ :30  
5 @ :60  
simply about music

# Be a Vendor at the area's BEST Summer Festival!

Last year - nearly  
**5000 Tickets SOLD**  
for Ottawa 2 Rivers Wine Fest!  
with additional visitors participating in FREE Events  
throughout the weekend - like Jazz on the lawn,  
botanical markets and more.

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**25,000**  
promos distributed throughout  
the state and at the event!

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**WEBSITE!**  
EMAIL BLASTS & FACEBOOK PROMOS!  
And other promotions too numerous to mention.

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**\$50,000 worth**  
of Cooperative Advertising in  
**CHICAGO**  
market - on radio and TV  
including "Check Please" and  
"Antiques Road Show"!

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**ARTS & CRAFTS**  
MARKET ON COURT STREET!

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**"Cheers to OTTAWA!**  
Thanks for an amazing weekend of  
wine, shopping & jazz!  
- Nancy S., Lockport, IL

**What a wonderful  
community you have!"**  
-Linn N., Naperville, IL

**"Sitting on the lawn - enjoying wine  
and music made for a wonderful evening.**  
- Sue & Tracy, Chicago, IL

**What a great crowd  
and atmosphere.  
Everyone was smiling.**  
- Brad & Paige, Elwood, IL  
**Best festival experience  
of the summer!"**  
- Dick and Janet O., Morris, IL

**"My friends and I had a  
great time  
in downtown Ottawa  
during your Wine Fest.**  
- Jennifer and friends, Morris, IL

**The outdoor market &  
entertainment was fantastic!**  
GREAT community. Love the downtown!"  
- Deb K., Iowa City, IA

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**LOBSTER**  
dinner with real butter,  
fresh bread and corn on the cob!!!  
Eat it at the fest ~ or get it to go.

**Either way - you'll love it!**

**Enjoy Jazz Music  
3 DAYS!**

**Relax and enjoy!**  
Bring a blanket or chair for seating. We've set the  
stage on the lawn, in the center of everything!