

ottawa
2
rivers
WINE FEST
WINE LOBSTER JAZZ



Craft and Artisan
Vendors Wanted
for this summer's BEST fest
- featuring our
Outdoor Vendor Market
on Court Street!



We're
JAZZED
about
this market!

**Saturday
& Sunday,
June 2-3**
Downtown Ottawa

Welcome to the FEST!

Ottawa 2 Rivers Wine Fest - is the area's BEST 3 day weekend festival, beginning Friday, June 1.
We welcome thousands of wine lovers - plus hundreds more on the JAZZ lawn (and throughout the community)
all enjoying Illinois wine, fresh lobster, live jazz and great shopping.

Ottawa is one of the premier destinations in Starved Rock Country.
SO, if you love making hand crafted UNIQUE items - PICK US!
Reserve your spot on Court Street on Saturday and Sunday during Wine Fest.



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

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

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



98.7wfmt 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
20 in a ROW COUNTRY
40 @ :60

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.

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

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

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

ARTS & CRAFTS
MARKET ON COURT STREET!

"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

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!