

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**

<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!!**



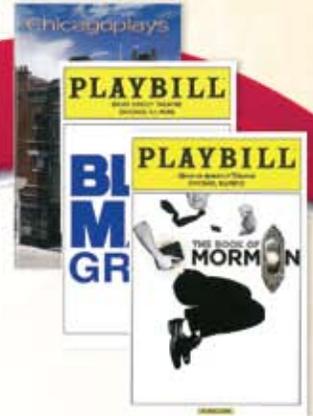
**Starved Rock Country Magazine**  
Full Page Ad  
Circulation: 28,000  
Directly Mailed: 5,000



**"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



**98.7wfmt** 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.

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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!