

EXPANDED AWARENESS AND ENGAGEMENT PACKAGE – IMPACT: \$7,500



Awareness and engagement campaign at a more significant level than operators of multiple units or larger venues can implement.

BRANDING AWARENESS CAMPAIGN



6-month digital branding campaign



Digital display advertising targeted to the geographic area of need (down to ZIP or radius level)
750,000 digital impressions over 6 months (125,000 per month)



Social media – Facebook/Instagram
• Paid social posts
• Budget based bidding: \$750 per month



Audience Activation Campaign (Sweepstakes)