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Subject: Lodgers Tax Request  
Date: May 18, 2021  
To: City of Gallup  
From: Intertribal Ceremonial Office (ICO)

Dear City of Gallup:

Enclosed you will find a Lodgers Tax Request from the Intertribal Ceremonial Office on behalf of the 2021 Gallup Inter-Tribal Indian Ceremonial event for your consideration.

This request has been formulated with the objective of supporting advertising, publicizing, and promoting the City of Gallup's efforts to drive visitation and augment visitor interest for the City of Gallup's attractions, businesses, and the signature Gallup Inter-Tribal Indian Ceremonial event.

Please let me know how I can be of assistance with additional questions and information.

Thank you for your consideration,

A handwritten signature in dark ink, appearing to read "Melissa Sanchez", enclosed in a light gray rectangular box.

Melissa Sanchez, Executive Director | Intertribal Ceremonial Office

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**Event Description:** 2021 Gallup Inter-Tribal Indian Ceremonial Virtual Event

**Benefits:** Pre-event marketing and promotion and the TV program will provide exceptional exposure and promotion opportunities for City of Gallup and the Gallup Inter-Tribal Indian Ceremonial event.

**Event Description:** 2021 Gallup Inter-Tribal Indian Ceremonial Virtual Event will include a TV program which will support online event activities.

**TV Program:** One-hour TV special on a leading network which will includes 7 promotional announcements per week for 2 weeks during the 6-7p station newscasts.

**Website/Social Media:** Online activities will include  
-Artisan Market featuring store links to purchase directly from artists  
-Livestream: Miss GITIC Queen Pageant traditional talent presentations and crowning

**Total Request:** \$25,000

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**TV PROGRAM PRESENTER: \$10,000**

*“Gallup Inter-Tribal Indian Ceremonial presented by the City of Gallup”*

- One-hour TV special on a leading network
  - Open and Close credits for the one-hour TV special which includes 7 announcements per week for 2 weeks (total 14) during the 6-7p station newscasts.

General Summary (DMA P25-54 D.RTG)									
Name	Spots	Imp(000)	CPM	Reach	Freq	3+ Reach	Net Reach	Net Reach	Pop
KOB+	14	123.9	123.9	\$44.07	8.8	2.5	4.1	45,255	514,472

  

Frequency Distribution ( DMA P25-54 D.RTG )			
Frequency	Graph	Reach	Net Reach
1+ Times Viewed		8.8	45,255
2+ Times Viewed		5.7	29,513
3+ Times Viewed		4.1	21,242
4+ Times Viewed		3.1	15,896
5+ Times Viewed		2.4	12,157
6+ Times Viewed		1.8	9,395
7+ Times Viewed		1.4	7,270
8+ Times Viewed		1.1	5,586
9+ Times Viewed		0.8	4,218
10+ Times Viewed		0.6	3,085
11+ Times Viewed		0.4	2,131
12+ Times Viewed		0.3	1,317
13+ Times Viewed		0.1	613

### **ADDITIONAL PROMOTIONAL MEDIUMS: \$15,000**

Marketing and promotion reach of the TV program and internet online presence will also be supported by the following in which ICO will collaborate with the City of Gallup to be included in advertising, publicity and brand communications generated by the Intertribal Ceremonial Office.

The following will be utilized to promote the 2021 Gallup Inter-Tribal Indian Ceremonial:

- Print Ads
- Online and Social Media: Powwows.com, Facebook, Instagram, Twitter
- Radio Ads
- Virtual Header Banner on website home page (size and dates to be determined)
- Public “Thank You” LIVE on the Miss GITICQ virtual stage (livestream event)
- City of Gallup Tourism Logo inclusion
- Signage: Possible step and repeat backdrop and additional signage