



Date: May 21, 2021

To: City Councilors and Management

From: Jennifer Lazarz, Tourism and Marketing Manager

Subject: 99th Ceremonial Marketing Partnership with NM Tourism

99th Gallup Inter-Tribal Indian Ceremonial

The New Mexico Tourism Department (NMTD) and State Ceremonial Office is partnering with the City of Gallup Tourism Department in an extensive marketing strategy for the 99th Virtual Ceremonial event.

The City of Gallup Tourism Department has the available funding within the FY21 operating budget to support the pre-event marketing for the 99th Ceremonial in the amount of \$25,000. The State Ceremonial Office/NMTD is currently developing their proposal for marketing of the 100th event, and will provide it to us as soon as it is developed.

Here is what will be included for the \$25,000:

1. 7 television announcements per week for 2 weeks (14 total) during the 6-7pm hour newscasts. Designated station: KOB, with net reach of 45,255 plus
2. Local and regional print ads
3. Digital advertising, including powwows.com (reach of 90,000 in newsletter, 800K in social media)
4. Social media
5. Local and regional radio ads
6. Inclusion of Gallup Real True branding in various other capacities
7. The State will develop the advertising media using photography provided by the City from previous Ceremonial events

This averages to approximately \$2,778 in advertising reach per week leading up to the event.