



Old Town San Diego Chamber of Commerce

4010 Twiggs St, San Diego, CA 92110 | (619) 228-9340 | www.oldtownsandiego.org | @VisitOldTownSD

Promotions Committee Meeting

Tuesday, July 11, 2023 at 10:00am

Café Coyote, 2461 San Diego Avenue, San Diego, CA 92110

Agenda

1. Call to Order
2. Introductions
3. Non-Agenda Public Comment (Please limit to 3 minutes)
4. RFQ for Graphic Design Services (1 Minute)
5. Events (10 Minutes)
 - a. Taste of Old Town - 9/21
 - b. Dia de los Muertos Procession - 11/2
 - c. Las Posadas - 12/8
 - d. Cinco de Mayo - 5/5
 - e. Summer Nights - 6/2024-9/2024
6. Possible Events (10 Minutes)
 - a. Latin American Festival - 8/4-8/6
 - b. TwainFest - 8/19
 - c. Movie in the Park - 8/?
 - d. Pioneer Days?
 - e. Fiestas Patrias - 9/22?
 - f. Lucha Libre?
7. Advertising - (5 Minutes)
 - a. Phoenix Magazine - Sep/Oct Issue
 - i. Space Close - 7/31
 - ii. Ad Materials Due - 8/7
 - iii. Cost to Participants: \$3,500 / 10 = \$350/sponsor
 - iv. Cost to Chamber: Graphic Design (~\$500)
 - b. CBS 8 San Diego Living Spotlight Show
 - i. Start Date Monday September 4th thru December 31st (17 weeks)
 1. 238 airings of your 3-minute commercial on CBS 8 and CW San Diego (we produce the segment for you and you can keep it for your channels)
 2. Airs 14x a week

3. Monday-Friday 1030a and 230p on CW
 4. 3 times a weekend on CW 530a-6pm
 5. 1 time a weekend on CBS 4pm
 6. 170 airings of a :15 second commercial on CW San Diego (10x per week)
 7. 50,000 impressions of :15 second video pre-roll on CBS8.com that will link directly to your site
- ii. Total Cost: \$30,600 (\$1,800 a week)
- c. Old Town TV Promotion
 - i. KFMB & KUSI
 - d. Summer Nights Radio Promotion
8. Cinco de Mayo 2024 (30 Minutes)
 9. Adjourn

NEXT MEETING

Tuesday, August 8, 2023 at 10:00am
Café Coyote, 2461 San Diego Avenue, San Diego, CA 92110