

imagine a better downtown
help us realize the **dream**



DTI

Downtown Topeka, Inc.
515 S Kansas Avenue, Suite A.
Topeka, KS 66603

www.downtowntopekainc.com
dti@sbcglobal.net
785.234.9336

**Take part in the
downtown** cooperative image campaign
2007-2008

DOWNTOWN TOPEKA AND PUBLIC OPINION *community pride*

In 2006, 300 Topeka community leaders ranked downtown redevelopment as their No.1 concern in response to a Community Needs Assessment survey conducted by the United Way of Greater Topeka. The release of the survey's results to the Topeka community served to strengthen support of existing downtown revitalization projects and willingness to spur new developments.

In April of 2007, the Greater Topeka Chamber of Commerce/Go Topeka released the results of a target market assessment of the Topeka MSA based on a comprehensive study conducted by a private economic development consulting firm. The study reported, "Topeka's living factors are a challenge overall. From an outsider's perspective, the community does not show well and does not present a strong sense of place and identity. While community entry corridors contribute to this impression, it is the city's lack of a strong city core that is the biggest challenge. There is no sense of vibrancy and no center of gravity that a new-urban center of arts, entertainment and housing would provide." True as parts of it may be the assessment delivered a crushing blow towards downtown's image as it was reported to Topeka's citizens and surrounding counties. However, on a positive note the assessment added fuel to the redevelopment fire created by the survey in 2006.

IMAGE CAMPAIGN DEVELOPMENT *community action*

Amidst the media turmoil, both good and bad, it becomes clear that if we are to move downtown forward faster DTI needs an ongoing marketing mechanism. First priority in development would be in addressing the negative community perceptions of downtown by launching an image campaign that engages the entire community in a sustained program leveraging the resources of corporations, downtown business, community groups and the public sector. The image campaign will also spring board marketing activities that attract businesses, retain professionals in office space, promote tourism, and encourage investment in downtown.

Additionally, DTI felt it is important that all entities involved in the cooperative promotional venture derive benefit from having participated. DTI and KSNT have developed a plan that concentrates spending money where it will do the most good. KSNT will also deliver a high-quality production that will reflect a corporate sponsor's character and make a polished presentation for our downtown businesses and developments. The campaign also includes reporting mechanisms to gauge its effectiveness such as public surveys, downtown website activity and tracking inquiry phone calls to the DTI office.

HELP US MAKE IT HAPPEN *community involvement*

Time, information and money are the three key ingredients needed to create a properly thought out, well-structured and well-managed advertising program. Unfortunately DTI and many of the small unique downtown businesses fall short on possessing all of the necessary ingredients to get the job done. The biggest hurdle for DTI is in gathering enough money to execute with style and intelligence an ongoing ad program that will help market downtown and our businesses. Our only hope is in pooling our resources by partnering up and finding help from corporate leaders willing to contribute their financial clout and prestige in the community. If you have been wondering what you can do to help downtown this is an exciting way for corporations located in any part of Topeka to get involved. Call us today!

community commitment

downtown 2007-2008
cooperative image campaign

Production to begin in August 2007 - See the fact sheet for details



downtown 2007-2008 cooperative image campaign



fact sheet

ANNUAL ADVANTAGE OF KSNT/DTI COOPERATIVE ADVERTISING PLAN

Provides downtown businesses and corporate sponsors high visibility with a plan that includes:

◆ **MONTHLY GUARANTEED MINIMUM OF 57 (:30) COMMERCIALS**

12 (:30) PRIME COMMERCIALS

KSNT offers this package as their commitment to the downtown dream



DAY	TIME	PROGRAM	#OF SPOTS
Mon-Fri	5-7 A	27 New Today	2 times
Mon-Fri	7-9 A	Today Show	2 times
Mon-Fri	3-5 P	Dr. Phil/Oprah	2 times
Mon-Fri	5-530 P	27 News @ 5	2 times
Mon-Fri	6-630 P	27 News Today	2 times
Mon-Sun	7-10 P	NBC Primetime Rotation	1 times
Mon-Sun	10-1030P	27 News @10	1 times
Mon-Sun	6A-11P	CW ROS	30 times
<u>5 (:30) NON-PRIME COMMERCIALS KSNT & NORTHEAST KANSAS CW</u>			
Mon-Sun	5A-1A Rotation		5 times
Mon-sun	1A-5A Overnight Rotation		10 times

◆ **12 MONTH TOTAL OF 684 (:30) COMMERCIALS**

◆ **KSNT & NORTHEAST KANSAS CW CONTRIBUTION**

SHARE OF UNSOLD INVENTORY

The Downtown Cooperative Advertising Plan receives a share in all unsold inventory time which on the average will add over 20 additional spots of unused inventory each month.

PRODUCTION CREDIT

\$500 production credit for KSNT Creative Services during the yearly membership.

KSNT WEBSITE PRESENCE

COMMERCIAL OUTLINE (draft)

A. Introduction

1. Downtown jingle
2. DTI logo
3. Rolling picture list of businesses

B. Gold Corporate Leader Message

1. Who they are
2. Excited about downtown
3. Development project spotlighted

C. Downtown Business Spotlight

D. Downtown Business Spotlight

E. Silver Corporate Sponsor List

1. Rolling list of 6 sponsors
2. Downtown jingle

DOWNTOWN COOPERATIVE IMAGE CAMPAIGN

Utilizes KSNT's Advertising Business Club package which has been specially adapted for DTI allowing for this unique partnership opportunity. **The program will only happen if there are enough corporate and business partners that come forward and help fill our financial responsibilities.**

CORPORATE LEVEL SPONSORSHIPS *call now!*

GOLD	5 second mention within :30 promotional message
	Limit of 1 sponsor per month
	3 month commitment Rate: \$ 3,600
	12 month Rate: \$14,400
SILVER	logo presence within :30 promotional message
	Limit of 6 sponsors per month
	3 month commitment Rate: \$1,200
	12 month commitment Rate: \$4,800

DOWNTOWN BUSINESS SPOTLIGHT *call now!*

	Two advertisers per commercial
	3 month commitment Rate: \$300 per month