



DRAFT GRATITUDE

Holiday Hoof

2024 PROMOTIONAL PLAN

Holiday Hoof is a spectacular event that our community looks forward to all year long. The easy-to-find location, professional lighting, and beautiful horses combine to create an unforgettable event for our hundreds of visitors every year. You can be a part of this massive promotional campaign by becoming a sponsor.

COMMUNITY OUTREACH

- Every elementary school child in neighboring towns receives a free family pass.
- Professionally designed event posters shared community wide including Keene, Brattleboro, Greenfield, and in between.

MEDIA

- **Press Releases to Regional News Media**
Monadnock Shopper (60,000 weekly readers), Keene Sentinel, Greenfield Recorder, Brattleboro Reformer, WMUR News 9, Monadnock Radio Group
- **Community Calendar Listings**
Bratt Beat, Explore Keene, Discover Monadnock, Local Chambers of Commerce, Visit Greenfield MA, Eventbright

SOCIAL MEDIA

- **Facebook**
 - Draft Gratitude's Facebook page has 13K followers. It has reached over 3.4 million views in the past three months alone.
 - A Facebook event is created for each night of the Holiday Hoof.
 - Facebook Live -- Throughout Holiday Hoof, Becky and her volunteers share videos directly from the event!

EVENT COMMUNICATION

- Email to 2,000 followers
- Website page dedicated to the event

ON SITE PROMOTIONS

- Event banners in a well-lit and visible area.

"Excellent Display! Love seeing the horses decked out in holiday lights!"

"My family had a great time, we went around 3 times and sang carols with the kids."

Draft Gratitude | www.draftgratitude.com

148 Ashuelot Street, Winchester, NH 03470