

# **BUFORD BUSINESS ALLIANCE**

**WWW.VISITBUFORD.COM**

## **MARKETING OPPORTUNITIES Historic Buford Spring Festival Saturday, May 1st.**

The Buford Business Alliance has an excellent opportunity arise that will allow our Second Annual Historic Buford Art & Jazz Festival on Saturday, May 1st to be even more widely attended and publicized than it was last year. The Gwinnett Daily Post, the most widely read and circulated newspaper in the northeast metro area, has agreed to partner with us for this event as a media sponsor.

Not only will the Post promote the event in the newspaper, they will also market, sell, print and publish a stand-alone section for the Festival to be delivered throughout Gwinnett, southern Hall, Barrow and Jackson counties on Sunday, April 25th reaching more than 100,000 homes. This section will also be available online at [www.gwinnettdailypost.com](http://www.gwinnettdailypost.com) for one year. An overrun of 1000 copies will be distributed to advertisers of the section and at the festival.

This opportunity, also utilized by the Cities of Duluth and Suwanee for their annual festivals, will allow our event, the City of Buford, the BBA and its members to have the greatest exposure possible.

We have worked closely with our contacts at the paper to develop a rate structure that will allow BBA members and Festival sponsors to have discounted advertising rates as a benefit of your membership and participation with this event. The Post also generously offered to return 10 percent of their proceeds from the publication of this section back to the BBA.

Other benefits of participation in this section are endless. Over the course of the next few weeks, members of the Advertising department from the Post will be contacting BBA members to provide details of these benefits and the opportunity to advertise in this section. I urge you to be open as to how they and this section can help your business.

If you would like to immediately contact the advertising department to set up an appointment to discuss this opportunity, please contact Heather Parker at 770.963.9205.

If you are not a current member, this may be a perfect time to consider all the benefits this entails.

There are also vendor/exhibitor opportunities available.

This will be a fantastic family event. Please come on out and participate!

Sincerely,

Tim Koening, President, Buford Business Alliance

