planner profiles

recreation

in 2013 there are 106 recreation sponsors

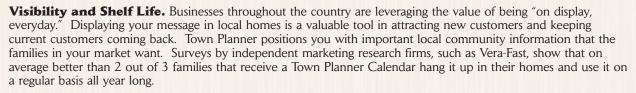
"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."

Laura Lake, Branding Basics

The essential elements of successful marketing are **branding**, **visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

Branding. The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your

business first, instead of your competitors. A daily presence in front of local residents will more quickly build your "personal identity" in the community.



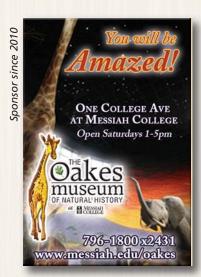
Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also come to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.

See The 2013 Ad Samples Book For Additional Ads

Weekday
Wristband
with purchase of a
Weekday Wristband
Limit one free Wistband. Not valid on
weekends or Holidays. Cannot be combined with other offers. Expires 12-1-13

PUNDERIAND
Amusement Park
In William Land Park near
the Zoo & Fairytale Town
funderlandpark.com
916-456-0131

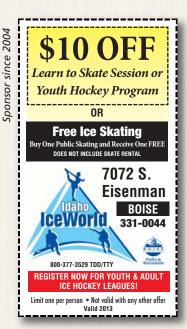
5 Tickets
FREE
with purchase of a
Book of 10 Tickets
Limit 5 free tickets. Cannot be combined
with other offers. Expires 12-1-13







2013 Sponsor	Publisher	Advertiser Since
Fox Theatre	MOROS	1998
Fun Fore All	PADEB	1999
Maryland Heights Parks and Rec	MOROS	1999
THE MARITIME AQUARIUM	CTSUS	2000
Millwood Golf Course	MADRU	2001
St. Louis CVC	MOROS	2001
Missouri History Museum	MOROS	2002
Art On the Square	MOROS	2003
Pittsburgh Zoo	PADEB	2003
Strongsville Recreation Center	OHCOF	2004
Carlisle Events	PAWEA	2005
Solon Bicycle	OHCAS	2005
Carlisle Theatre	PAWEA	2006
East Pennsboro Emergency Service	PAWEA	2006
Franklin Parks & Recreation	INMAR	2006
St. Louis Science Center	MOROS	2006
Cleveland Metroparks	OHLUB	2007
Funderland, Inc	CACAR	2007
Golfland SunSplash	CALUN	2007
Akron Zoo (Highland PR)	OHLUB	2008
Elk Grove Western Festival	CACAR	2008
Fun-N-Stuff	OHCAS	2008
Jump On In!	NHSPE	2008
Placer County Fair and Events Ctr	CALUN	2008
Adventure Sports	PAWEA	2009
Akron Zoo	OHCAS	2009
Cedar Creek Sports Center, Inc.	TNRHO	2009
FOUR SEASONS RACQUET CLUB	CTSUS	2009
Sacramento Ballet	CACAR	2009
Tuttles Bowling	MNDYN	2009
Charlotte Monroe Airport - Air Show	NCMCC	2010
Kates Skating	NCMCC	2010



"The Town Planner Calendar is an essential part of Idaho IceWorld's marketing plan. Our customer base spans the Treasure Valley and the Town Planner Calendar not only reaches the homes of our customers, but stays in the homes of our customers. The exposure we receive from our ad is second to none. Between October 2010 and May of 2011 we have seen over 1000 coupons from the Town Planner Calendar come through our doors. That's over 2000 customers! Bottom line - the Town Planner Calendar is an extremely valuable piece of advertising in the Treasure Valley."

Travis James, Asst. General Manager Idaho IceWorld

Complete List of 2013 Sponsors Available Upon Request





"I am writing this letter to you to let you know how successful placing our ad in the Nashua Town Planner calendar has been. We receive an average of 20 coupons per month. Thank you for your guidance in helping us get the word out about new business."

Karen Bundrick, Owner Jump On In Nashua