

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.

Visibility and Shelf Life. Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

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

Sponsor since 2007

FREE
Weekday
Wristband
with purchase of a
Weekday Wristband

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

FUNDERLAND
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

Sponsor since 2010

You will be
Amazed!

ONE COLLEGE AVE
AT MESSIAH COLLEGE
Open Saturdays 1-5pm

THE
Oakes
museum
OF NATURAL HISTORY
at MESSIAH COLLEGE

796-1800 x2431
www.messiah.edu/oakes

Sponsor since 2009

Utcracker

Tickets
On Sale
Now!

sacramento Ballet
916-808-5181 • www.sacballet.org

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

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

Sponsor since 2004


\$10 OFF

*Learn to Skate Session or
Youth Hockey Program*

OR

Free Ice Skating

Buy One Public Skating and Receive One FREE
DOES NOT INCLUDE SKATE RENTAL



**7072 S.
Eisenman**

BOISE

331-0044

800-377-3529 TDD/TTY

**REGISTER NOW FOR YOUTH & ADULT
ICE HOCKEY LEAGUES!**

Limit one per person • Not valid with any other offer
Valid 2013

"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

**FREE
CHILD'S
ADMISSION**

*Of equal or lesser value
With each paid adult admission*



The Maritime Aquarium
AT NORWALK

10 North Water St., Norwalk
203-852-0700

Open everyday except
Thanksgiving and Christmas

MaritimeAquarium.org

Cannot combine Offers. No photocopies
Facsimiles accepted. May not be used for
group admissions. No cash value
Valid Everyday In July 2013

Sponsor since 2000

**\$20.00
OFF**

Big Jump Party



Jump On In!
parties & more

*The Indoor Inflatable &
Jumping Gymnasium!*

456 West Hollis St • Nashua

883-1135

www.jumponinfun.com

Not to be combined with other offers.
Nashua location only. Exp 12/31/13

Sponsor since 2008

"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**

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad