

Extraco Events Center Plans Book

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Executive Summary

Background and Objectives

The Extraco Events Center, located in Waco, Texas, is home to the Heart O' Texas Fair and Rodeo. It's mission is to produce events for education, entertainment and agricultural experiences at the premier multi-use facility while giving back through youth scholarships and a positive economic impact to Central Texas. The purpose of this campaign is to increase event attendance, outside of the HOT Fair by 10 percent by December of 2023. By utilizing the advertising suggestions within this plans book, we believe that Extraco Events Center can reach their goal of increasing brand awareness.

Target Market/Audience

The target market for this campaign is people mainly within the age range of 18 to 30 living within the Waco community. They're adventurous, curious, money conscious, and looking for fun, local events to attend with their friends or their family. They are most interested in attending concerts, rodeo events, and vendor fairs.

Cost/Budget

The overall budget for this campaign is \$120,000. Based on this, a mixture of advertising tactics including flyers, billboards, digital website banners, social media, and experiential events/products were created to meet the needs of this campaign.

Executive Summary

Creative Strategy/Consumer takeaway

"Texas-sized events, Texas-sized memories"

Campaign Concept Overview

The idea behind this campaign is to utilize new and refreshing advertising tactics in order to help increase overall brand awareness, especially outside of the HOT Fair and Rodeo.

Because of the amount of space that the Extraco Events Center has, advertising it as "The Event Hub of Waco" will entice the audience to explore it as an opportunity for fun and unique plans with friends and family.

Along with staying up to date on social media it is important that the Extraco Events Center introduce new events and opportunities that align with their mission as well as the youthful and adventurous aspects of the target audience.

Recommendations

The following points are a brief summary of recommendations, for further explanation please refer to page 20 of the plans books.

- Increase social media advertising
- Increase awareness of the fact that Extraco Events Center is a non-profit
- Promote to young adults and young families.
- Promote to more popular artists and encourage them to perform at Extraco.

Executive Summary

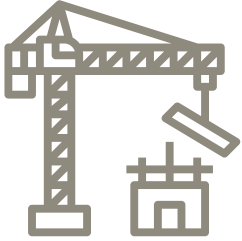
Timeline of Campaign

The timing of the campaign and its evaluation will vary, but the overall campaign should last eight months from May 2023 to December 2023. The following is a estimate of the tactical advertising and evaluation timeline:

- Ticket sales monitored throughout the next year
- Social media and website analytics should be monitored before, during and after the campaign
- Social media platforms should be updated frequently and even more during the weeks of events
- Surveys can be set out to ticket purchasers two, four and eight months to measure target market engagement
- Advertisements can be sent out throughout the entire duration of the campaign and should be distributed two weeks before major events

Situation Analysis

History of the Extraco Events Center



1950

The Heart O' Texas Coliseum was constructed after voters of the county had authorized a bond issue of \$1,200,000 in the early 1950s



2000

All facilities and grounds of the Fair Complex underwent renovations and/or reconstruction throughout the years of 2000 to 2005.



1952

The last of five contracts was signed on January 9, 1952, and construction of the Coliseum began soon afterward



2010

On August 24, 2010, Fair officials announced that Extraco Banks signed a long-term naming rights deal, officially changing the name of the grounds to the Extraco Events Center.



1953

In the spring of 1953, the Coliseum was completed, and on April 11, the formal opening was held.



2021

The BASE (business, arts, sports and entertainment) facility has opened at the Extraco Events Center, home of the Heart O' Texas Fair and Rodeo, in Waco, Texas.

The Now

Current Mission Statement: Our mission is to produce events for education, entertainment and agricultural experiences at the premier multi-use facility while giving back through youth scholarships and a positive economic impact to Central Texas.

Situation Analysis

Company Analysis

Culture/Mission

Extraco Event Center's mission is to produce events for education, entertainment, and agricultural experiences at the premier multi-use facility while giving back through youth scholarships and positive impact on Central Texas. They aim to accomplish this through their small, personal staff with a hands-on attitude and strong teamwork skills.

Problems/Challenges

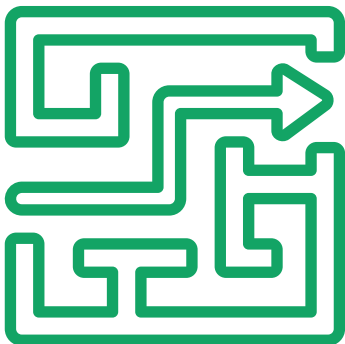
Extraco Event Center is currently struggling with a lack of promotion of the immense facility space they have for a variety of events that are not being utilized.

Industry/Market Trends

Since a drastic inflation rise in 2022, live entertainment and the venue industry have taken a hit due to rising ticket prices, food, and transportation. However, according to Technavio, the live entertainment audience is continuously growing through interest and enthusiasm.

Opportunities

- Expansion of services types
- Company partnerships with restaurants, hotels, and transportation
- Increased promotion



Situation Analysis

Summary of Primary Research

Methodology: Qualitative Interview

We conducted an initial interview with Melinda Adams, Senior Division Manager of Marketing and Sponsorships at Extraco Events Center. This interview allowed us to gather general information about Extraco to understand its current market as well as its goals. This interview was conducted on Friday, Feb. 3, 2023. We asked a series of questions regarding the current advertising strategy within Extraco as well as questions that gave us insight into the events center market.

Findings

What does Extraco want to be known for?

We want to be “THE EVENT HUB” of Waco. We’re the only Facility in town that can host 3 large events at once, and we’re also the most diverse event facility.

What aspects of your story do you want to share?

All the different types of events that we have the ability to host. The fact that you can rent out one of our 3 large Facilities to host an event.

Where does Extraco typically like to advertise?

TV – KWTX, KWWV, KWKT, KCEN
Radio – almost every station in our area, but iHeartMedia is the biggest spend.
Digital – Facebook, Instagram, Google, YouTube
Promotional – Table Tents and Coasters distributed to our partners

Limitations

In this research, there were limitations because of the potential bias from the interviewee. When gathering this information, we were aware of any bias and included questions that only formed a non-bias response.



What exactly is Extraco selling?

We’re selling ourselves as a host venue/event complex, for both attendees and event planners to attend or host an event at.

What trends are driving the category or marketplace?

Currently in our area – We are the only arena seating venue other than McLane Stadium, the Ferrell Center, or the upcoming basketball pavilion. For Concerts – We can’t compete with Dallas and Austin due to the size and draw of the crowds in those Cities. Waco just isn’t there yet – but we can sometimes entice one of those larger Artists to stop in Waco on a weeknight. It’s hit or miss depending on their tour schedule and the budget.

Situation Analysis

Summary of Primary Research

Findings

Which events gain more attendance than others?

The Fair & Rodeo is by far the largest. (238,000) Concerts are the most well-attended after that (3,000 – 6,000), and then large Gala events like “Barkin Ball” (1,500 – 3,000)
We can seat close to 7,500 in the Coliseum.

How do you feel about their current image/branding?

With Extraco Banks having sole naming rights – it means that we have to use the logo they created, and we have to follow their brand guidelines. Many times people will get us confused with the bank instead of thinking of us as an event center.
Most people in Waco also only associate our location/facility with the Fair & Rodeo.

What is Extraco Events' ideal culture like?

A fun place for young adults to come hang out and attend an event. Currently, there's not much in our area for people to do after an event except go across the street to Hemingways. (Bar) We're looking to change that in the future and offer additional opportunities to hang out on-site after an event.

How do you choose when and where to advertise?

When – We usually start about 1–2 months out depending on the size and length of the event. For timing of the actual airplay spin, I try and aim for peak traffic listening/viewing times. (ie. 7:30 AM – 8:00 AM on Radio, and 5:00 PM – 5:45 PM when people are driving to and from work).

Where – depends on the type of event and the market. If it's a Country artist I'm going to hit Country Radio hard, as well as Socials, and probably use some Trade for News a couple of weeks out. Rule of thumb is that people have to hear/see it at least 3 times to get it to stick.

"A fun place for young adults to come hang out"

Are they just a location for events or are they non-profit?

We're considered a Non-Profit. The County owns the land and then they created our organization (called McLennan County Fair in the old days) to basically run the Facilities and pay rent.

Situation Analysis

Summary of Primary Research

Questionnaire

Methodology: Quantitative

To collect quantitative data, we distributed a survey amongst Baylor University students. The purpose of the survey was to gauge how many people had been to Extraco Events Center and what their experience was like. We also wanted to gain insight into how to properly advertise to that market. The survey was sent out on Feb. 21, 2023, through Qualtrics. It asked a series of questions regarding the Extraco Events Center, respondents' experience at the center, which events the respondents would most likely attend at the center, and general demographic questions.

Limitations

Because we used a convenience and judgment bias non-probability survey, there were limitations. This is because there were a limited number of answer choices and could not be generalized into a larger population sample.

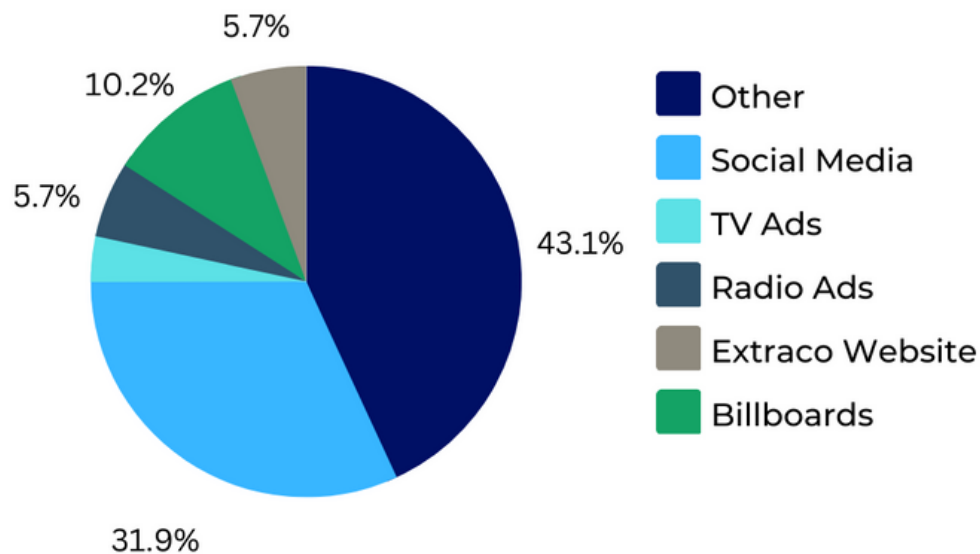
Situation Analysis

Summary of Primary Research

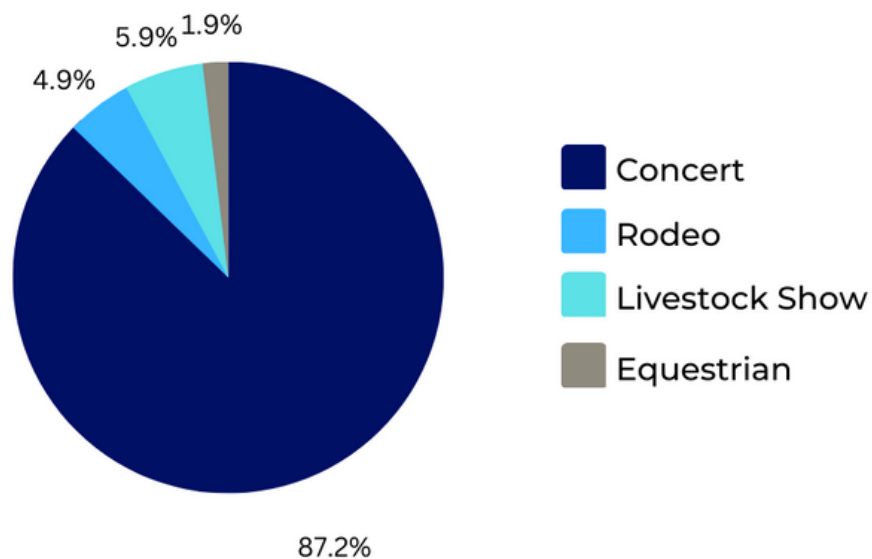
Questionnaire

Findings

Where Customers Find Events



Rank of Events



Situation Analysis

Summary of Primary Research

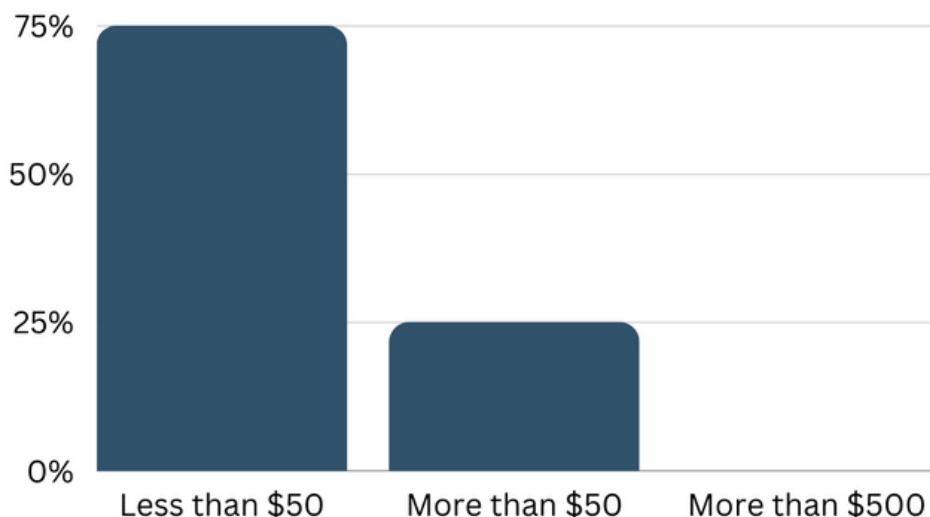
Questionnaire

Findings

Did you know Extraco uses sales to fund scholarships?



How much are you willing to spend at an event?



Situation Analysis

Summary of Primary Research

Questionnaire

Conclusion

Our findings demonstrate that more than half (60.27%) of respondents had never been to an event at the Extraco Events Center. However, 58.9% of respondents had heard of it. It should be noted that a majority of the respondents had attended the center for the Heart O' Texas Fair and Rodeo which shows the disconnect between the center itself and the largest event that they host. It was important to find out that the respondents would visit the center for concerts and rodeo events.

Situation Analysis

Consumer Analysis

Primary research

Methodology: Qualitative Interview

We conducted an initial interview with Melinda Adams, Senior Division Manager of Marketing and Sponsorships at Extraco Events Center.

Through this interview, we learned more about the geographic opportunities of Waco, Texas that the Extraco Events Center capitalizes on.

Waco, Texas Demographics according to Census.gov (<https://www.census.gov/quickfacts/wacocitytexas>)

Gender: Male and female

Geographic location: Waco, TX, and bordering counties and towns

Consumer psychographics

Consumers attend events at the Extraco Events Center to be entertained. Extraco is not only selling an experience but also selling the space to vendors to host an event. The center attracts two different kinds of customers – those who want to be entertained, and those trying to grow their own businesses or brand.

Consumer demographics

Extraco's HOT Fair & Rodeo attracts an estimated amount of 238,000 people.

Additionally, concerts attract around 3,000 to 6,000 viewers. Finally, large Gala events attract an estimated amount of 1,500–3,000 people.

Age range of customers: 20–60 years old

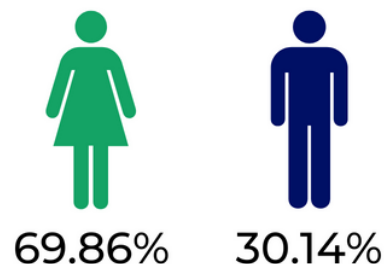
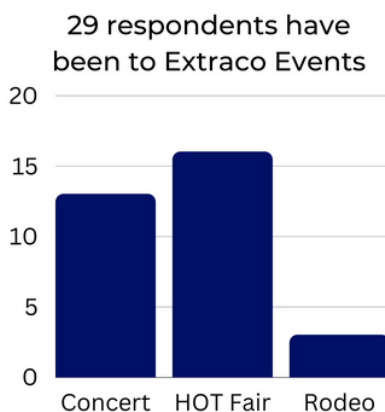
Extraco offers a unique experience to customers due to the variety of interests of consumers that the center appeals to. The center hosts events ranging from fairs and rodeos to concerts and home good fairs.

Questionnaire

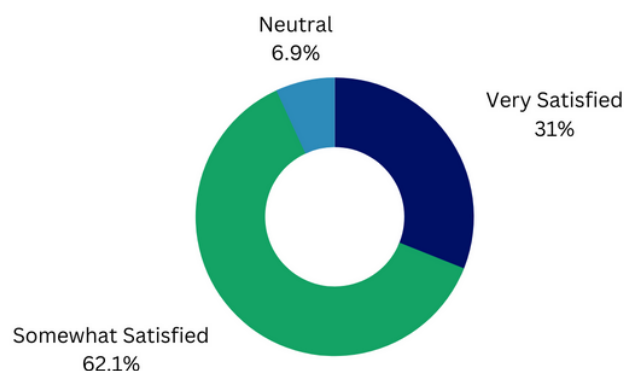
73 Responses

58.9% Have heard of Extraco Events

41.4% Have NOT heard of Extraco Events



Ages **18-25**



Situation Analysis

Market Analysis

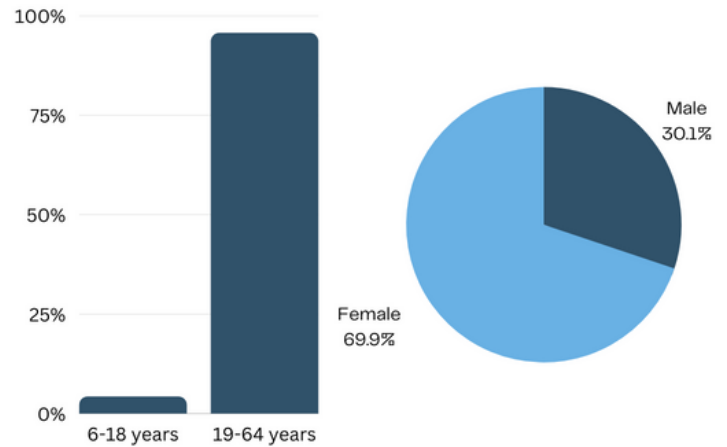
The current market of the Extraco Events Center is mainly focused on the local Waco population. The center is aware that it cannot compete with the audience Dallas and Austin's venues attract, but they have a space to offer musicians, shows, and fairs a space to host an event between the two large cities. Additionally, the Extraco Events Center recognizes the market of Baylor students in events that they host.

According to Allied Market Research, the events industry is expected to reach \$1,552.9 billion by 2028. The industry is predicted to grow by about 11.2% from 2021 to 2028. The research also states that music concerts and corporate events and seminars will attract the largest growth.

In Texas, the market for live events is at its best during the spring and summer months. This is due to more predictable weather. According to Travel Texas, hotel demand exceeded 2019 levels with the normal seasonal fluctuations of the spring and summer months. In 2021, spending by travelers to and within Texas was estimated to be \$76.1 billion.

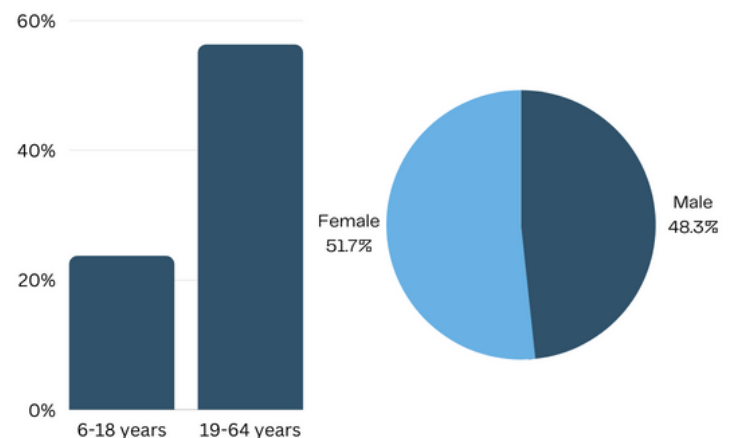
Extraco Event Center

Demographics are based on our primary research report (74 total responses)



Waco, TX

Demographics are based on Census.gov for Waco, TX



The largest aspect of the center's market is catering to the Waco public through hosting events.

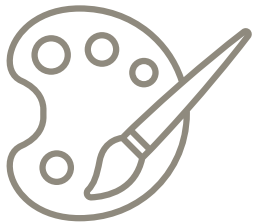
Situation Analysis

Product Analysis

Extraco Events Center, known for the HOT Fair and Rodeo, also holds several other events, including rodeos, equine, and motorsports at the Extraco Coliseum. Extraco's new BASE facility is over **50,000 square feet** and offers the potential for corporate and educational events, indoor sporting events, and trade shows.

Parking at the Extraco Events Center is typically straightforward and getting more accessible as they are currently in the process and demolishing the old stadium behind the coliseum to provide extra parking spaces.

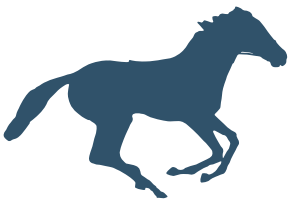
With a large portion of the sales coming from events held in the Extraco Coliseum and now with the BASE, the Extraco Events Center will be able to host more events besides the HOT Fair and Rodeo.



Art



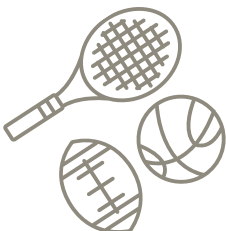
Fair



**Competitive
Equine**



**Trade
Shows**



Sports



Concerts

Situation Analysis

Competitive Analysis

The Extraco Events Center has a competitive edge over other event centers within central Texas due to its extensive facilities. With the Extraco Coliseum, Extraco Show Pavilion, and BASE at Extraco, Extraco Events Center makes competition difficult against the venue. Competitor venues can only hold concerts (The Backyard) and corporate events (Baylor Club & Waco Convention Center).

What causes these venues to be competitive with Extraco is the hotels close to the venue. The other competitive edge they hold against Extraco is they're not associated with the HOT Fair and Rodeo. The HOT Fair and Rodeo can cause potential clients to misinterpret what the Extraco Events Center can offer. The only natural competitive edge is the lack of hotels around Extraco. This can lead potential clients elsewhere due to transportation and ease of access to Extraco being more of an issue. With the BASE being a new facility of Extraco, competition is with venues with more hotels in the surrounding area.

Competitor	Weaknesses	Strength	Event Capacity
Waco Convention Center	<ul style="list-style-type: none">• Dated building• Lack of parking	<ul style="list-style-type: none">• Hotel partnerships• Location• Near restaurants	Chisholm Hall: 33 k sq. ft.
The Backyard	<ul style="list-style-type: none">• Minimal to no seating• Poor service and food	<ul style="list-style-type: none">• Near Magnolia (prime location)• Established with artists	1300 people
McLane Stadium/Baylor Club	<ul style="list-style-type: none">• Highly Baylor associated• Primarily sporting event	<ul style="list-style-type: none">• Huge outdoor space• College/young adult/fan loyalty	4500 seats + field

Situation Analysis

Climate

Current social trends indicate that live events are on the uptick. Currently all live events ticket sales are increasing due to consumer demand according to the Wall Street Journal. What is currently going down in trend are live theater and opera shows as well as movie theater tickets due to streaming and other online viewing platforms. Live sports are still currently growing.

One technological trend that could affect sales is virtual reality. With more and more live taping of events, virtual reality is one trend that could potentially change live event attendance. With elections coming close, political conferences can lead to more attendance and potential sponsorship opportunities.



Live Events



Live Theatre



Live Sports



Virtual Reality

S.W.O.T. Analysis

Strengths

- **Diverse event offerings:** The Extraco Event Center offers a variety of events. This diversity provides the center with a broad customer base and revenue streams.
- **Non-profit status:** As a non-profit organization, the Extraco Event Center can offer competitive pricing to event planners, and any profits generated can be reinvested into the facility or donated to the community.
- **Size and space:** The event center has multiple large venues targeting different types of events.

Weaknesses

- **Seasonal revenue:** The Extraco Event Center generates most of its revenue from the annual Heart O' Texas Fair and Rodeo, which only takes place for a few weeks each year. This reliance on seasonal revenue can create financial uncertainty for the organization.
- **Dependence on external events:** The center's revenue is heavily dependent on external events and the number of events that are held in the area.

Opportunities

- **Expansion of services:** Expand to include more services, such as catering or event planning services. This could attract new customers and generate additional revenue streams.
- **Collaboration with other organizations:** Collaborating with other local businesses or nonprofits, to host joint events could expand the center's customer base and increase revenue opportunities.
- **Increased promotion:** Invest in targeted marketing efforts to attract a wider customer base. This could involve promoting events on social media platforms, partnering with local media outlets, or sponsoring local events to increase brand awareness.

Threats

- **Competition from other event venues:** The Extraco Event Center may face competition from other event venues in the area, which could limit its ability to attract customers and generate revenue.
- **Economic downturns:** Economic downturns can impact the spending habits of individuals and businesses, which may result in lower demand for event spaces and services. This could negatively affect the Extraco Event Center's revenue.

Recommendations

Based on the results of our interview and survey, these are the recommendations we have for Extraco Events Center:

Increase social media advertising

Although social media was the second (32.18%) most common form of learning about Events at Extraco. We believe that there is power in using social media to consistently promote the events. Through this the center will be able to increase the reach to their target market and gain more credibility and traction to their website.

Increase awareness of the fact that Extraco Events Center is a non-profit

Based on the results of our primary research, it has been noted that over 94% of respondents are not aware of the fact that Extraco Events Center is a non-profit. By increasing awareness that a portion of the money that Extraco Events Center receives is put toward youth scholarships throughout Central Texas, we believe that more people would be willing to purchase tickets for events.

Promote to young adults and young families

Based on the results of the survey, 60.27% of respondents ranging from ages 18 to 23 had not heard of the Extraco Events Center. We encourage an increase in marketing to younger adults in order to spread awareness of the potential that Extraco Events Center has to host many great events.

Promote to more popular artists and encourage them to perform at Extraco.

83.08% of respondents noted that they would visit Extraco Events Center for concerts. It was also recorded that of the 29 respondents that said they had been to the center, 13 had gone for a concert. Cody Johnson was specifically mentioned. We encourage Extraco to promote to popular, youthful musicians who will bring in large crowds and increase ticket sales.



Target Market Profile

Consumer Insights

HOT Fair & Rodeo attracts an estimated
238,000 people

Concerts attract around
3,000 to 6,000 attendees

Large Gala events attract an estimated
1,5000 to 3,000 people

Their current customer age range is
20–60 years old

Customers come to Extraco to be
entertained

Vendors come to Extraco for
exposure to grow their business or brand

Target Market Profile

Segment 1: **COLLEGE STUDENTS**

- Aged 18–23
- Seeks instant gratification in digital media
- Curious and thrifty

"I am looking for something fun to do this weekend! What is going on in Waco?"



Segment 2: **WACO FAMILIES**

- Aged 30–45 with children
- Looking to find a balance between their friendly budget and kid's activities

"Let's get the kids out of the house this weekend! What is happening at the Extraco Events Center?"



Segment 3: **WACO LOCALS**

- Aged 45–65
- Deeply invested in Waco community and looking for ways to give back

"I love to invest in my community. What kind of nonprofit events can I attend?"



Objectives

Marketing Objectives

- The main objective for the Extraco Events Center is to increase attendance at events not related to the Heart O' Texas Fair and Rodeo by 10% by December of 2023.
- Highlight Extraco Events Center as the "event hub" of Waco.
- Increase awareness that Extraco Events Center is a non-profit that provides youth scholarships.

Advertising Objectives

Social Media



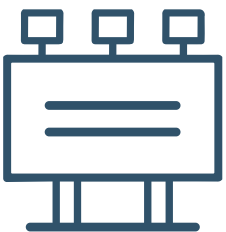
To target college students social media will play an integral roll in this campaign. Utilizing targeted advertising across different platforms will aid in our reach to this audience.

Print and Digital Advertising



Utilizing print and digital advertising will allow us to target every age range in the target market. Advertising in multiple newspapers and magazines both print and digital will aid in our reach to consumers.

Billboards



To target both Waco local and residents in near by towns, using billboard advertising to promote the Extraco Events Center's upcoming events will aid in our reach to the target market.

Marketing Communications Strategy Overview



Message Strategy

Creative Brief

Based on primary and secondary research our goal is to expand the target audience to college age students, Waco families and Waco locals.

Through the campaign slogan "Texas-sized events, Texas-sized memories" we hope to show the Extraco Events Center as "The Event Hub" of Waco rather than just the Home of the HOT fair.

Through the creative campaign we aspire for both event attendees and potential artists, vendors, competitors, etc. to view the Extraco Events Center as traditional, local, opportunistic, charming, community driven and up lifting.



Message Strategy

Campaign Creative Concept

"Texas-sized events, Texas-sized memories"

The Interpretation

Extraco Events Center has a wide variety of large spaces and potential for different events.

The Connection

Those who want to host an event or attend one know that they'll have a good time and have space flexibility.

The Call to Action

Vendors and companies can use the space for any event they want, and customers get to experience Texas-sized fun.

The Execution

Our memorable campaign aims to showcase the space that Extraco has while appealing to customers that they'll have big memories when attending.

Campaign Creative Executions

Advertising Tactics

Flyer



The flyer is a vertical rectangle with a dark blue background and a thin white border. At the top, the text 'EXTRACO EVENTS CENTER' is in a green, sans-serif font. Below it, 'VENDOR' is in a large, white, serif font. Underneath 'VENDOR', the word 'Fair' is written in a green, cursive script. In the center, a list of items is displayed in a white, serif font: 'Handmade Crafts', 'Unique Antiques', 'Apparel', 'Leather goods', 'Home Decor', and 'Fresh Produce'. Below this list, a line of green text reads 'VISIT WWW.EXTRACOEVENTSCENTER.COM FOR MORE INFORMATION'. At the bottom, there are three columns of information separated by vertical white lines. The first column contains '19TH' in large green font, with 'MAY 2023', 'EXTRACO EVENTS', and 'CENTER' in smaller white font below it. The second column contains '11AM-8PM' in large green font. The third column contains '4601' in large green font, with 'BOSQUE BLVD' and 'WACO, TX' in smaller white font below it.

EXTRACO EVENTS CENTER

VENDOR

Fair

Handmade Crafts
Unique Antiques
Apparel
Leather goods
Home Decor
Fresh Produce

VISIT WWW.EXTRACOEVENTSCENTER.COM FOR MORE INFORMATION

19TH
MAY 2023
EXTRACO EVENTS
CENTER

11AM-8PM

4601
BOSQUE BLVD
WACO, TX

Campaign Creative Executions

Advertising Tactics

Billboard/Bus stop



Digital Website Banner



Campaign Creative Executions

Advertising Tactics

Experiential Tent



The experiential tent gives potential customers a chance to experience Extraco Events Center on a smaller scale, including the showcase of the many different kinds of events the center can offer and host.

Campaign Creative Executions

Advertising Tactics

Social Media

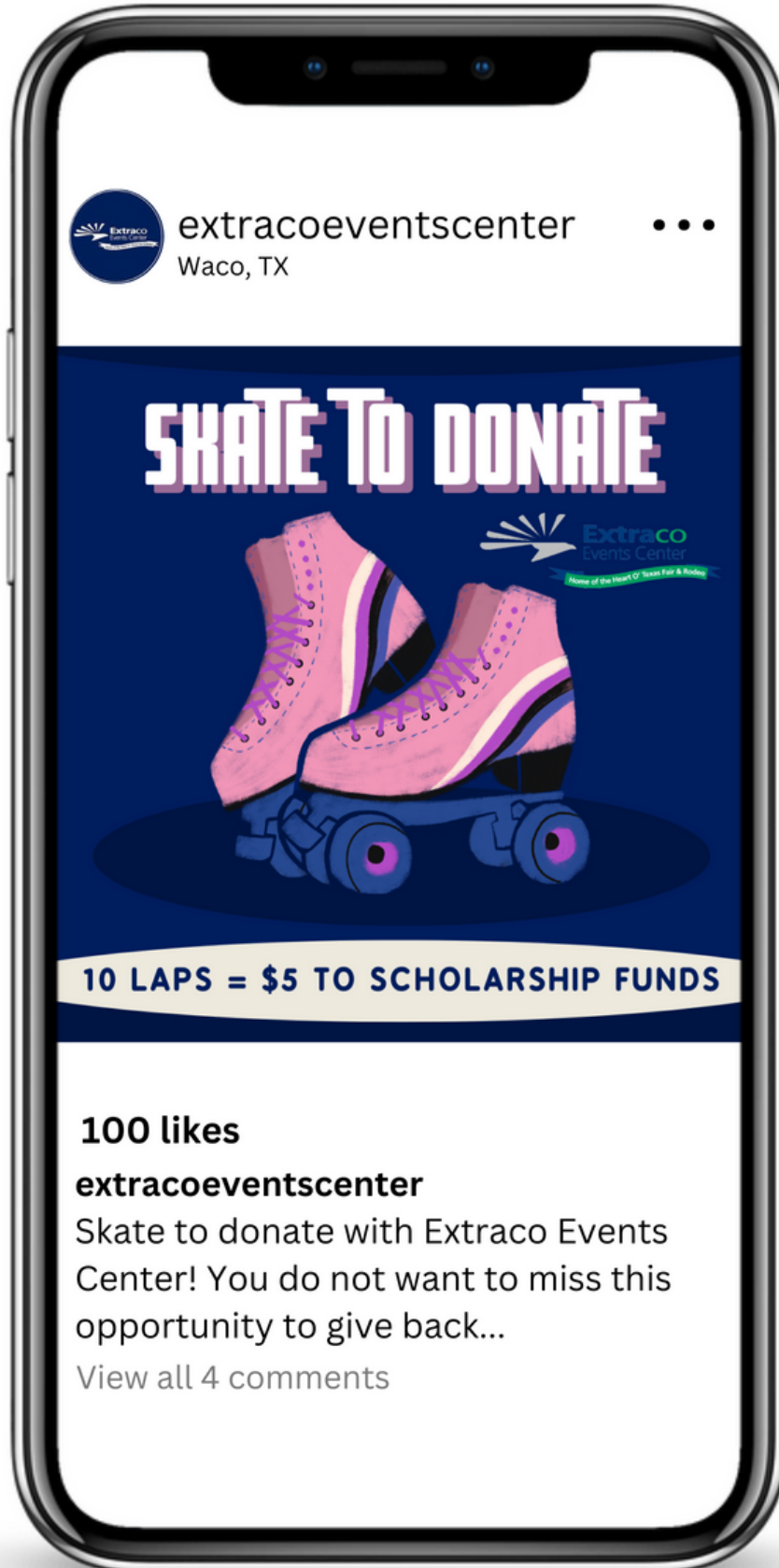


Targets creative strategy and customer takeaway.

Campaign Creative Executions

Advertising Tactics

Social Media



Targets
nonprofit and
philanthropic
efforts and
events.

Campaign Creative Executions

Advertising Tactics

Social Media



Targets the new
BASE center
and the venues
that Extraco
Events Center
offers.

Campaign Creative Executions

Advertising Tactics

Promotional Merchandise



Tote Bags



Stress Ball

Campaign Creative Executions

Advertising Tactics

Promotional Merchandise



Collapsible Dog Bowl



Branded Pen

Campaign Creative Executions

Advertising Tactics

Extraco Events Center App



This Extraco Event Center App would hold the most important information for customers, such as a map of their parking and buildings, easy ticket purchasing, event schedule with links, and other helpful tools.

Skate to Donate - Philanthropic Event



Skate to Donate is a philanthropic event that Extraco Event Center can host where people earn money by skating. Every 10 laps skated gives \$5 to a scholarship fund for a kid in need. Donations can come from outside donors, businesses who want ad placements in the facilities, etc. It's a fun way for people to give back.

Campaign Creative Executions

Advertising Tactics

Extraco Events Center Commercial

PROJECT NAME: Extraco Events Center Storyboard- Behind the Scenes
NAME(S) OF THE PRODUCERS: Maggie Alexander



SHOT: Medium Shot
ACTION: Show the end of an event (whistle blown, load horse into trailer, clapper)
CAMERA MOVEMENT: Pedestal Up
LOCATION/SCENE In the arena



SHOT: Close up
ACTION: Spokesperson walking by HOT fair logo. "You might know us from the HOT fair but we are more than that..."
CAMERA MOVEMENT: Zoom In
LOCATION/SCENE Walking through horse stalls



SHOT: Medium Shot
ACTION: Walking into concert venue. "But did you know we show case 50 concerts a year. Hey Cody!"
CAMERA MOVEMENT: Dolly
LOCATION/SCENE Concert venue



SHOT: Close up
ACTION: Walk through livestock space "And our livestock and stock show ... Hey Bob"
CAMERA MOVEMENT: Dolly
LOCATION/SCENE Livestock area



SHOT: Medium Shot
ACTION: Walk through base "And our newest edition. The Base, where you can showcase home shows, sporting events, and more."
CAMERA MOVEMENT: Dolly
LOCATION/SCENE Base



SHOT: Full Shot
ACTION: See full staff and those included throughout the commercial
CAMERA MOVEMENT: Zoom out
LOCATION/SCENE Outside main space

Campaign Creative Executions

Integrated Marketing Tactics

Promotional Strategy



Campaign Creative Executions

Integrated Marketing Tactics

Public Relations Strategy



FOR IMMEDIATE RELEASE
WEDNESDAY APRIL 26, 2023

CONTACT: Melinda Adams
EMAIL: madams@hotmail.com
MOBILE: 281-507-5005

Extraco Events Center Hosts Waco Comic Con at the BASE

This upcoming weekend on Saturday, April 29, 2023 and Sunday, April 30, 2023 Extraco Events Center is hosting Central Texas Comic Con at the BASE. Located on Bosque Ave. in the heart of Waco, Tx, Extraco Events Center is a place with many different event opportunities.

Central Texas Comic Con will feature multiple events and activities such as a vendor hall, celebrity autographs and a cosplay competition.

The vendor hall offers different vendors who sell toy, gaming and anime collectibles. Vendors come from all over the united states to share and sell their products.

Comic Con celebrities will also be in attendance this year. Don't miss out on a chance to chat with and receive an autograph from the celebrities behind your favorite anime and television shows.

Got an amazing outfit you would like to show off? Enter in this years cosplay competition for a chance to win some great prizes from Central Texas Comic Con.

In attendance will be 16 unique guests who are featured in some of your favorite anime and comic shows. Kenn Scott and Francois Chau who are known for their appearances in the Ninja Turtles series along with cosplay icons like Stellae and Shojo will be at this once in a life-time event.

Purchase your tickets today by visiting www.extracoeventscenter.com/events.

About Extraco Events Center

The Extraco Events Center, home of the Heart O' Texas Fair & Rodeo, is the center of entertainment in Central Texas. Our mission is to produce events for education, entertainment and agricultural experiences while giving back through youth scholarships has had a positive outcome for Central Texans.

Please visit www.extracoeventscenter.com for more information

Campaign Creative Executions

Integrated Marketing Tactics

Direct Marketing Strategy / Postcard



COME JOIN US AT
EXTRACO EVENTS CENTER



Texas-Sized Events, Texas-Sized Memories

The Extraco Events Center, originally established in the 1950s, is Central Texas' entertainment and agricultural hub. With a mission to provide educational, entertaining, and agricultural events while supporting youth scholarships, the center hosts over 225 events annually, attracting 420,000 attendees and generating a \$47 million economic impact. In 2010, Extraco Banks secured naming rights for the center, reflecting its commitment to community partnership. Plans for the venue include expanded parking, an equestrian facility extension, a new exposition hall, and a hotel site.

Media Strategy/ Measure of Success

Ticket Sales



The Extraco Events Center will measure data over the next year to gauge the effectiveness of the advertising campaign and target audience outreach. Increased brand awareness within the target market will attract new and returning customers to different events besides the Heart O' Texas Fair and Rodeo. Monitored ticket sales during and after the campaign in comparison to sales before the campaign will be the true measure of success.

Website & Social Media Analytics

During and after the campaign social media analytics, click-through rates, page views and unique visitors are tools that can be used to measure the success of the campaign. An increase in the activity through these tools will demonstrate and increased brand awareness to the target market.



Follow-up Surveys



Surveys can be used to measure how engaged the target market is with Extraco Events Center. Surveys will go out two, four, and eight months after the campaign goes into effect. Based on the responses, Extraco Events Center is able to analyze increased brand awareness and changes in conversation.

Budget Overview

\$120,000

Based off of a \$120,000 advertising budget, we can up with the following allocations for an advertising campaign that would conclude in December of 2023. Our goal is to reach the most members of the local community with information on Extraco Events Center's non-profit nature, events other than the HOT Fair and Rodeo, and investment into local education in Central Texas.

	Medium	Budget
	Digital Advertising	\$47,000
	Public Relations	\$30,000
	Events & Promotions	\$19,000
	Print Advertising	\$5,000
	Outdoor Advertising	\$8,000
	Miscellaneous	\$11,000

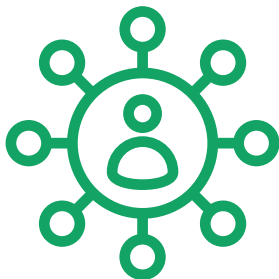
Budget Overview

Breakdown



Digital Marketing

- **Website Development – \$5000**
 - One-time cost for website setup and regular maintenance
- **Pay-per-Click Ads – \$1,000/month**
 - For targeted online ads to drive traffic to the website
- **Social Media Management – \$1,000/month**
 - To create and manage social media accounts, post regular updates, and engage with the audience
- **Email Marketing – \$500/month**
 - To send newsletters and updates to event planners and interested parties
- **Content Creation – \$1,000/month**
 - For creating engaging and informative content for the website and social media



Public Relations

- **Press Releases – \$1,250/quarter**
 - To announce donation initiatives and events
- **Media Outreach – \$5,000/quarter**
 - To pitch local media for coverage of Extraco's donations and community impact
- **Community Partnerships – \$1,250/quarter**
 - To build relationships with local organizations and leverage their networks for promotion

Budget Overview

Breakdown



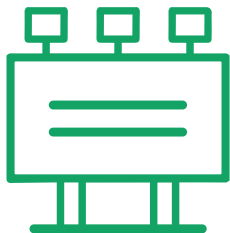
Events & Promotions

- **Community Events – \$2,500/quarter**
 - For targeted online ads to drive traffic to the website
- **Scholarships – \$7,000/year**
 - Given to local students at Baylor and MCC to increase brand recognition
- **Promotional Merchandise – \$2,000/year**
 - For creating branded items like t-shirts, hats, etc. to giveaway at events and promotions



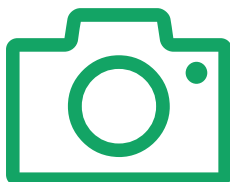
Print Advertising

- **Local Newspaper Ads – \$1,250/quarter**
 - For print ads in local newspapers to reach the target audience



Outdoor Advertising

- **Billboards – \$2000/quarter**
 - For billboards in high-traffic areas to increase visibility and awareness

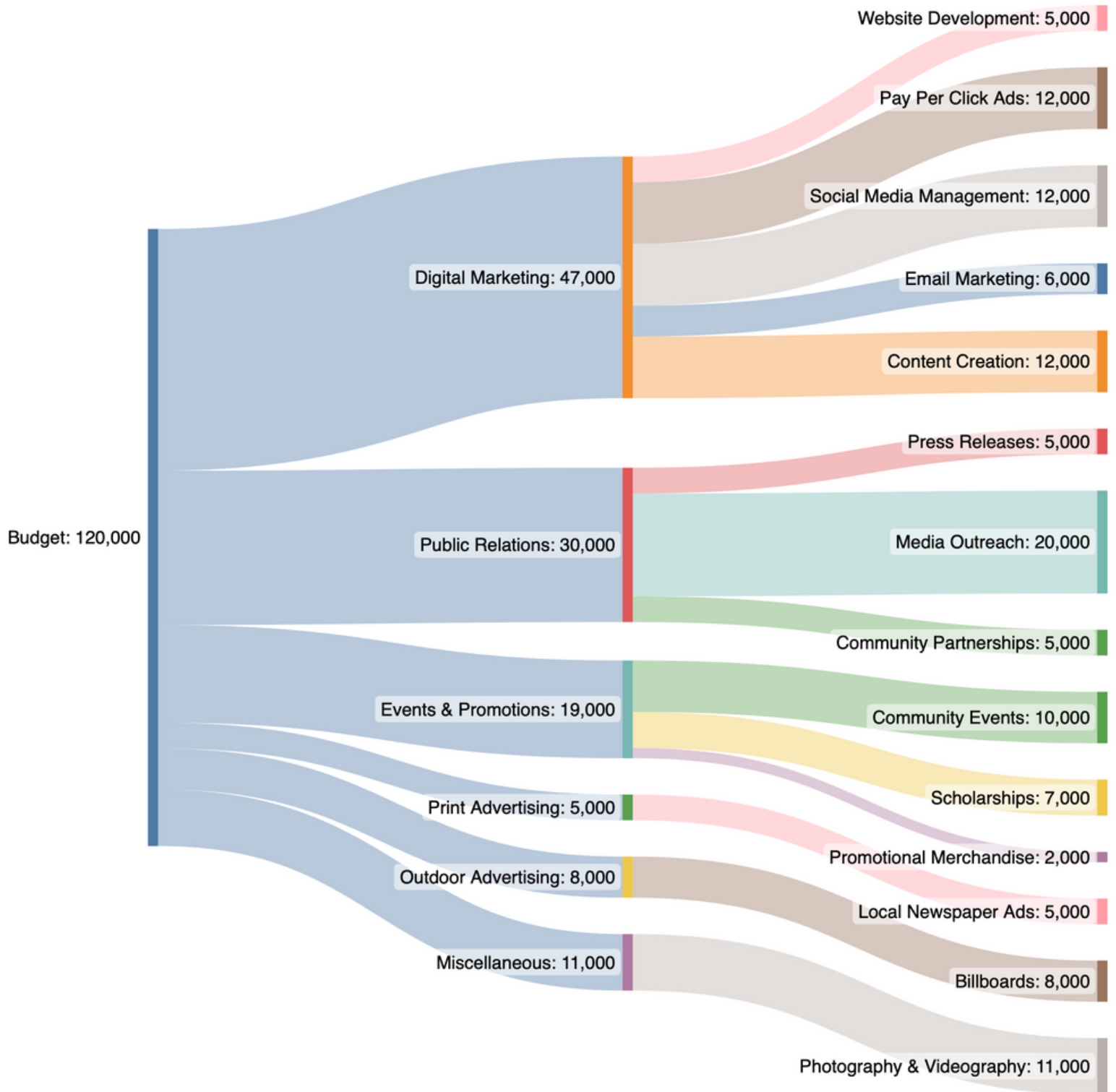


Miscellaneous

- **Photography & Videography – \$11,000/year**
 - To capture high-quality visuals for promotional materials. Each event needs coverage

Appendix

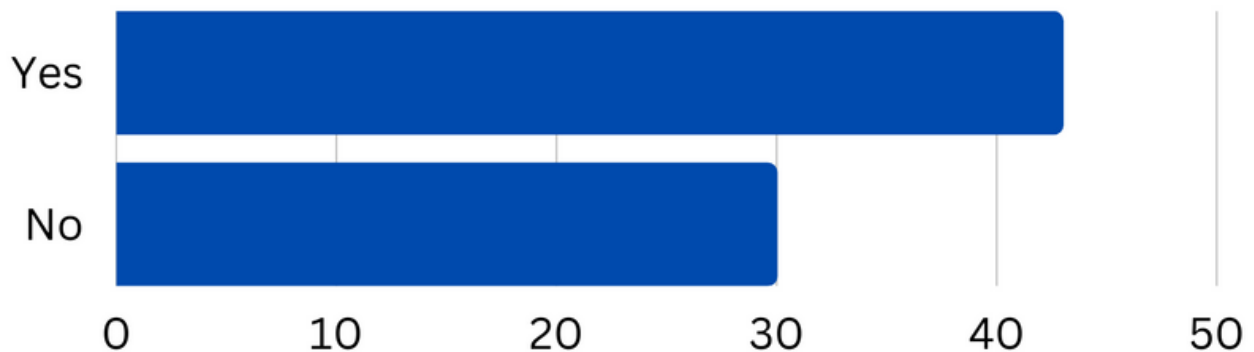
Budget Breakdown



Appendix

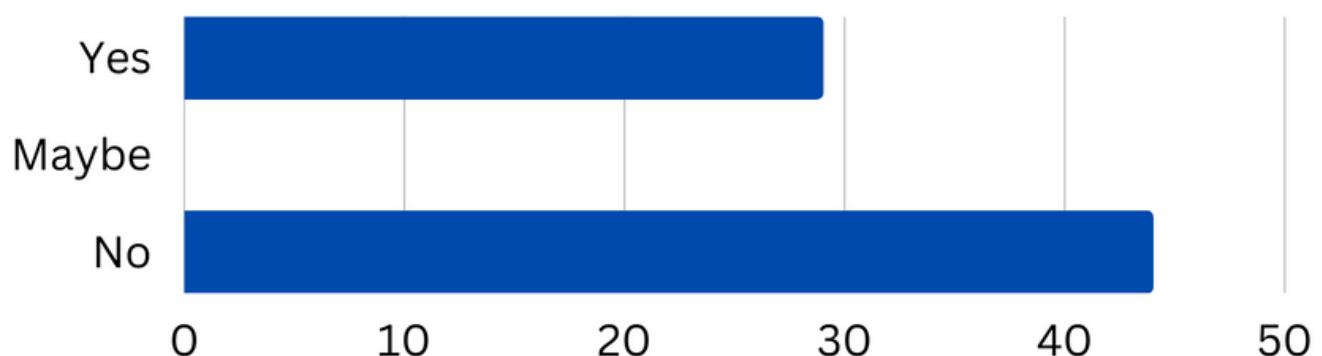
Research Instruments and Materials

**Have you heard of the Extraco Events Center?
Home of the Heart O' Texas Fair and Rodeo.**



#	Field	Choice Count	
1	Yes	58.90%	43
2	No	41.10%	30

Have you ever been to the Extraco Events Center?



#	Field	Choice Count	
1	Yes	39.73%	29
2	Maybe	0.00%	0
3	No	60.37%	44

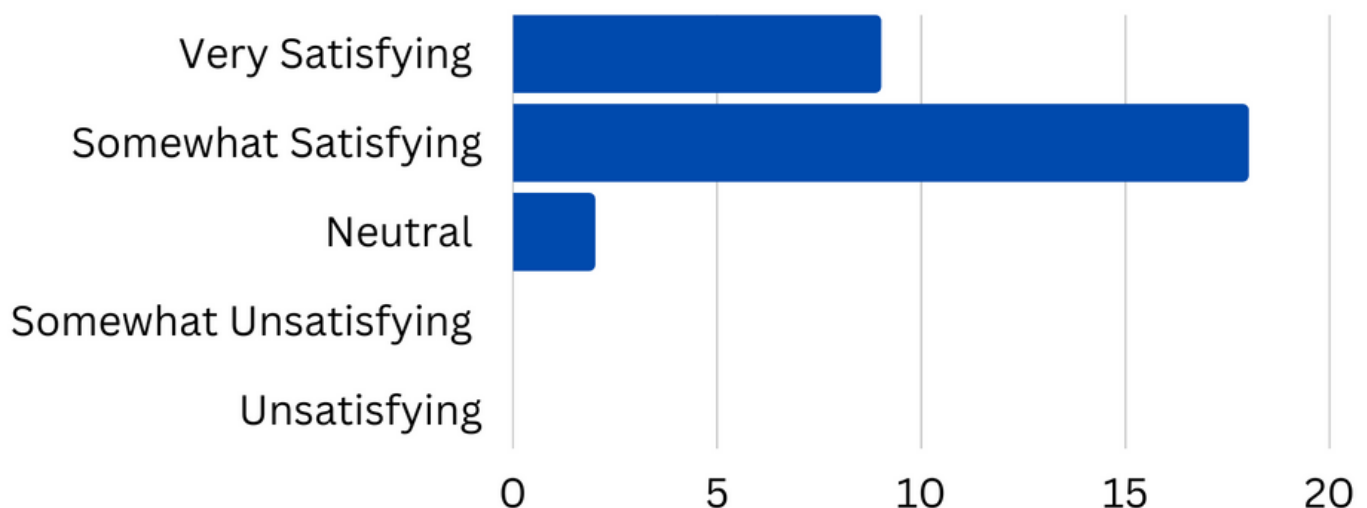
Appendix

Research Instruments and Materials

What events have you attended at the Extraco Events Center?

Event	# of Responses
• Cody Johnson Concert	9
• Heart O' Texas Fair and Rodeo	15
• Gun Show	2
• Concert	4
• Dance Competition	1

How was your experience at the Extraco Events Center?



#	Field	Choice Count
1	Very Satisfying	31.03% 9
2	Somewhat satisfying	62.07% 18
3	Neutral	6.90% 2
4	Somewhat Satisfying	0.00% 0
5	Unsatisfying	0.00% 0

Appendix

Research Instruments and Materials

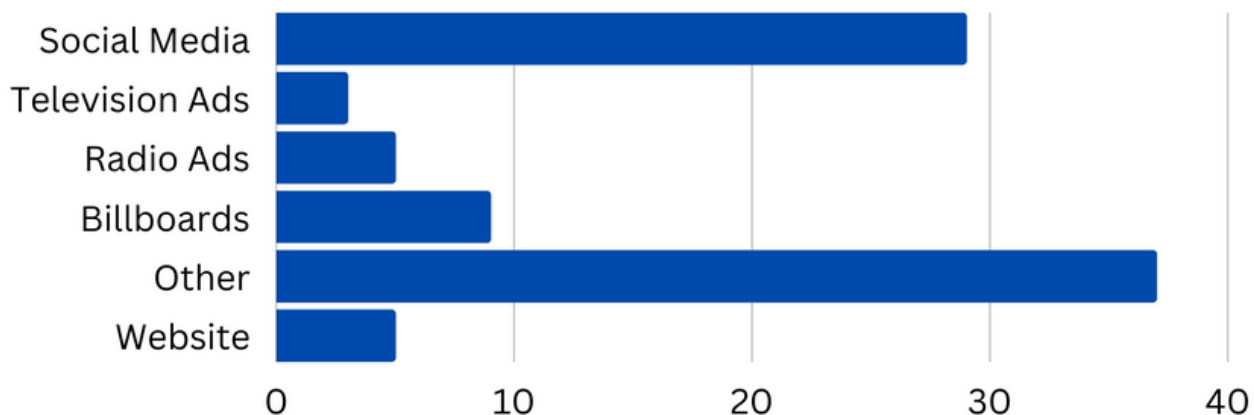
Rate the following based on your parking experience.

#	Field	Minimum	Maximum	Mean	Variance	Count
1	Clear entrance signs	25.00	100.00	61.42	533.40	19
2	Ability to find spot efficiently	14.00	100.00	59.58	940.66	19

Rate the following based on your experience.

#	Field	Minimum	Maximum	Mean	Variance	Count
1	Cleanliness	22.00	100.00	69.53	509.41	19
2	Atmosphere	18.00	100.00	79.00	580.95	19
3	Customer Service	40.00	100.00	75.95	306.37	19
4	Accessibility	27.00	100.00	70.68	476.64	19

How do you learn about events at Extraco Events Center? Select all that apply.

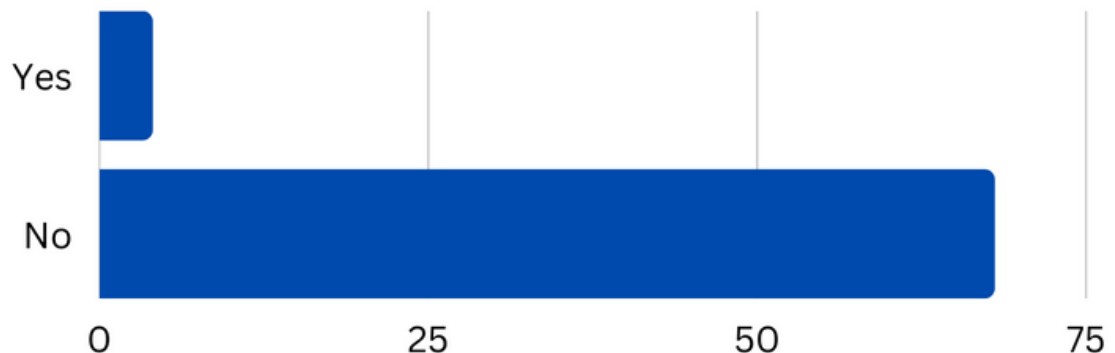


#	Field	Choice Count
1	Social Media	32.95% 29
2	TV Ads	3.41% 3
3	Radio Ads	5.68% 5
4	Billboards	10.23% 9
5	Other	42.05% 37
6	Website	5.68% 5

Appendix

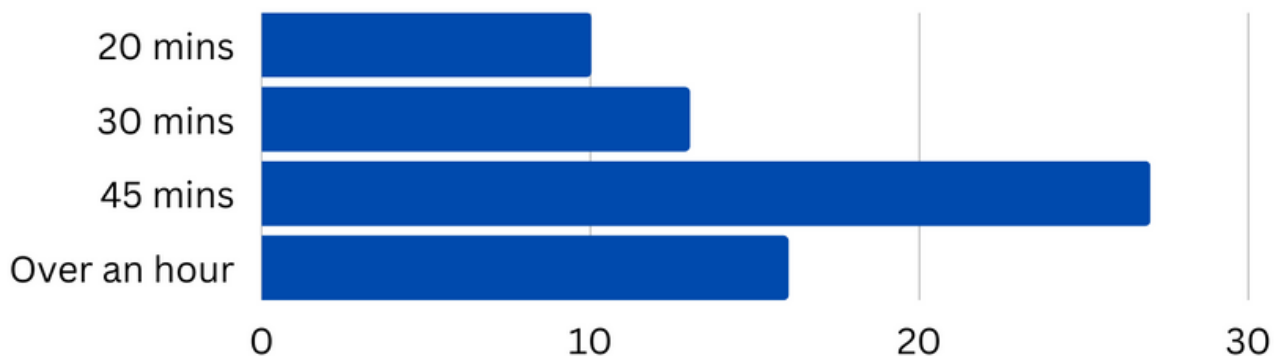
Research Instruments and Materials

When attending ticketed events at the Extraco Events Center, are you aware that a portion of your purchase goes to youth scholarships?



#	Field	Choice Count
1	Yes	5.56% 4
2	No	94.44% 68

When attending a concert or entertainment event, what is the farthest you will drive?

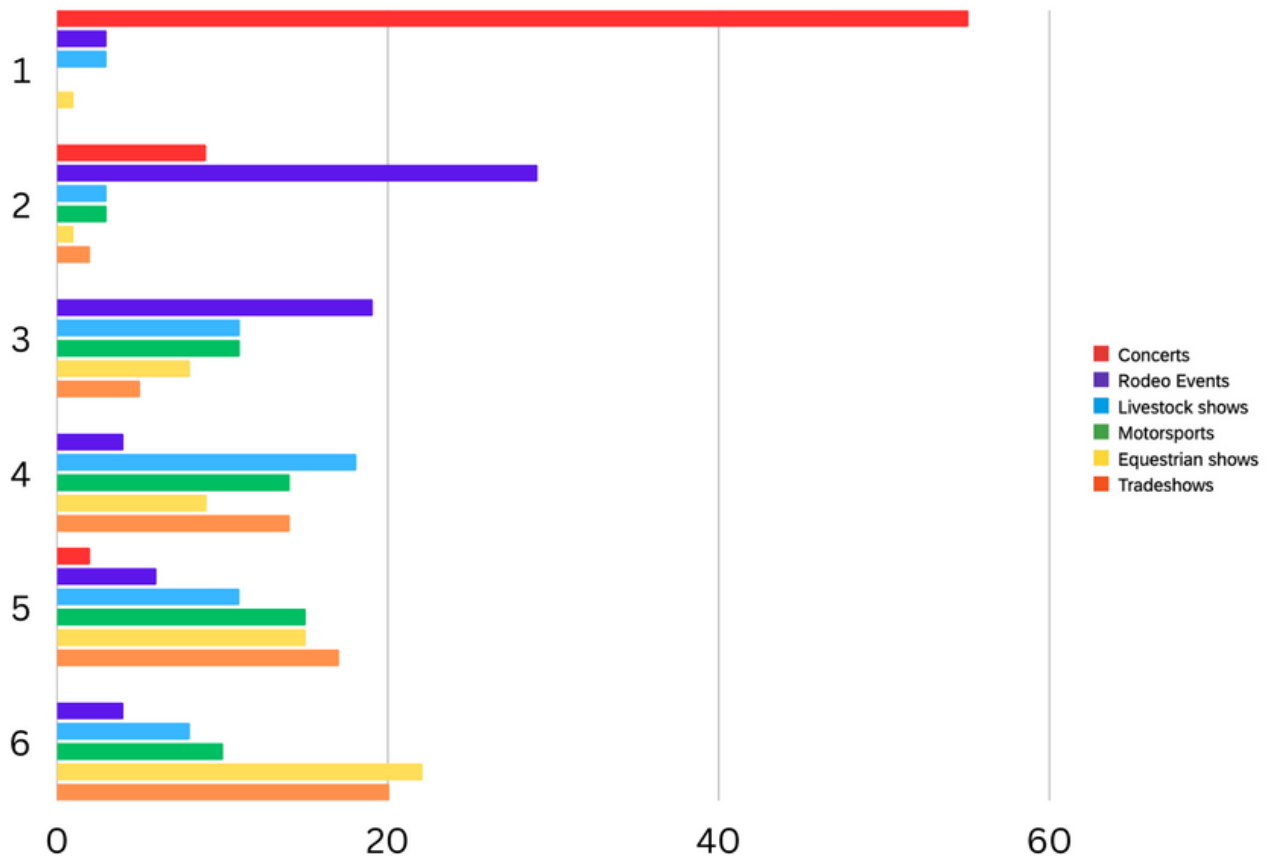


#	Field	Choice Count
1	20 mins	15.15% 10
2	30 mins	19.70% 13
3	45 mins	40.91% 27
4	Over an hour	24.24% 16

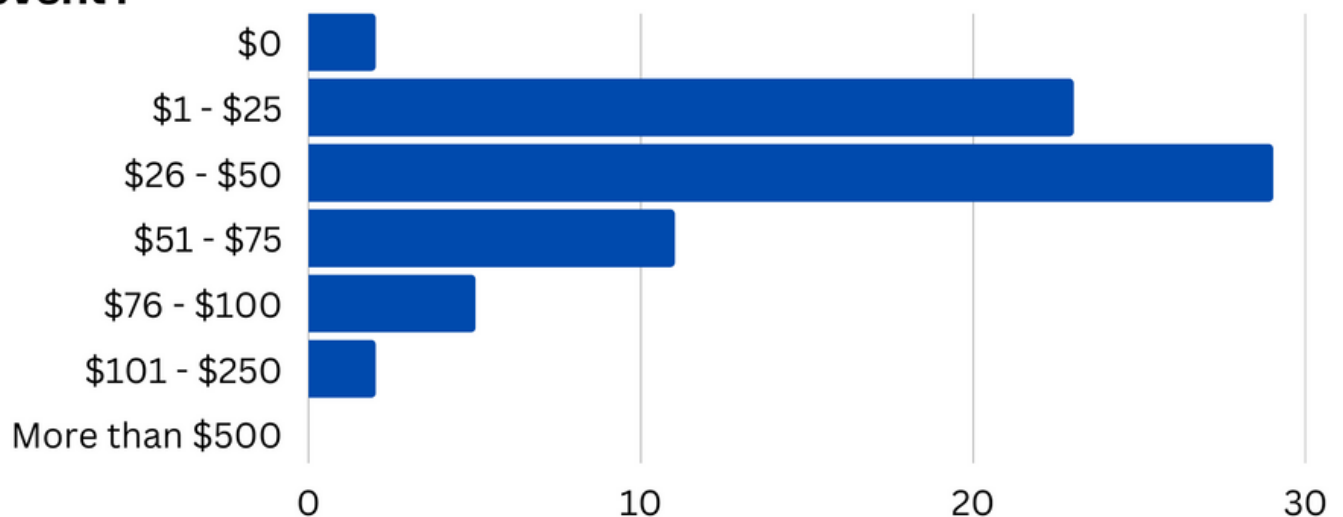
Appendix

Research Instruments and Materials

With one being your most favorite and six being your least favorite, rank the events you would like to see at Extraco Events Center.



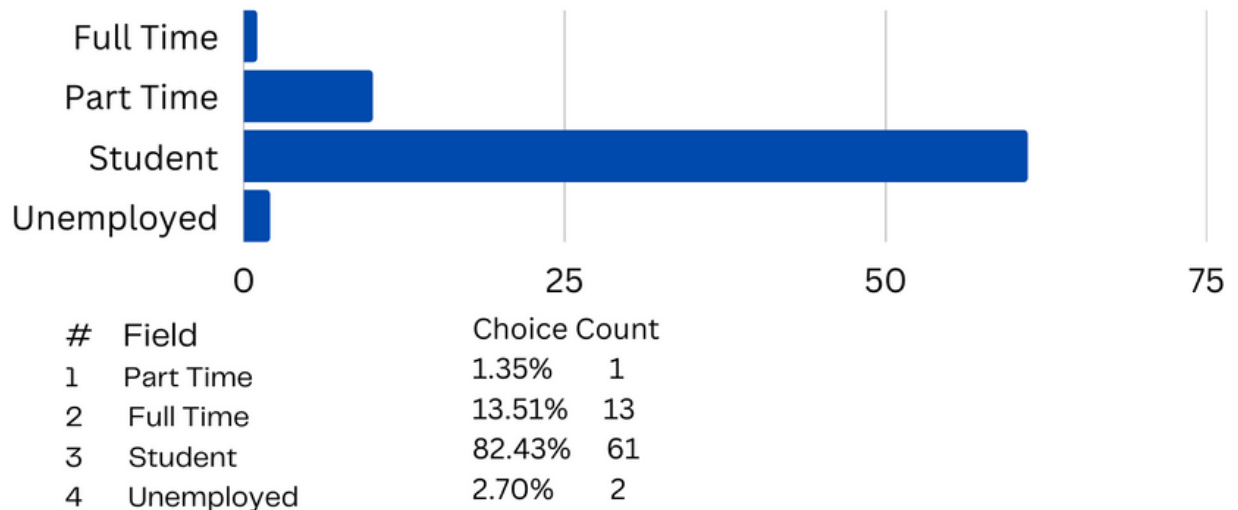
How much are you willing to spend on a ticket to a public event?



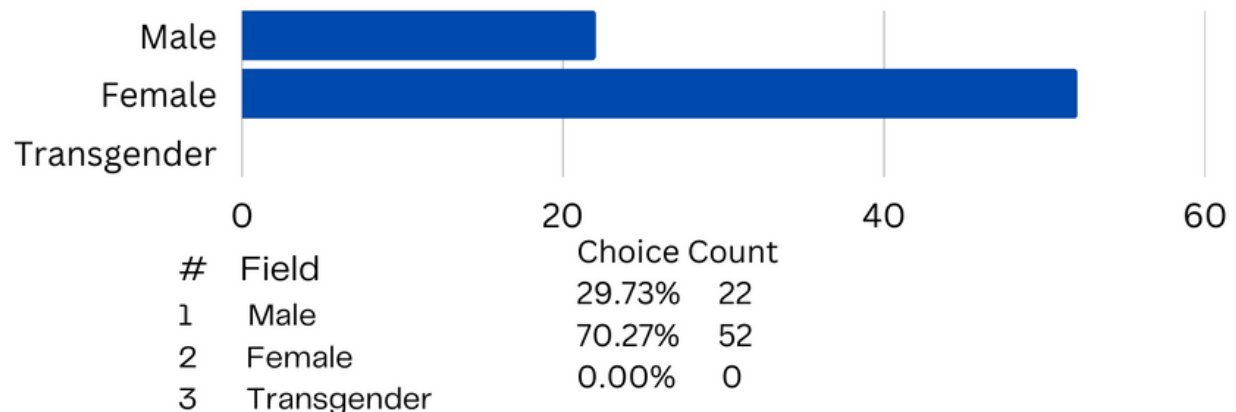
Appendix

Research Instruments and Materials

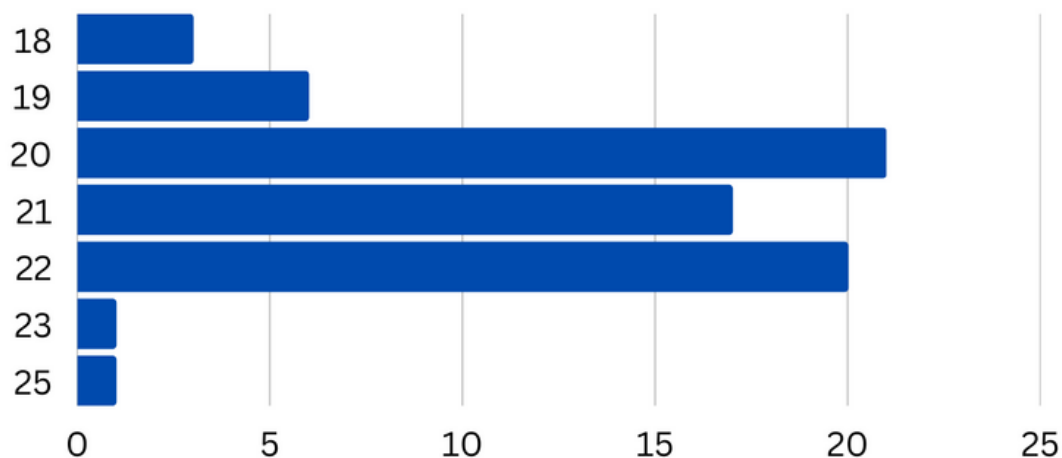
What is your employment status?



Do you currently identify as male, female or transgender?



What is your age?



[illegible]

MAY 2023 POST SCHEDULE

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Bigger in Texas Ad	2	3	4 TSTC Commencement videos	5 TSTC Commencement Recap	6
7 Employee Highlight Post	8	9 Gulf Coast Appaloosa Horse Show BTS Tour	10	11	12 La Vega High School Graduation videos	13 Gulf Coast Appaloosa Horse Show Recaps
14 Preview of the week post	15 BASE Asphalt Pavements Customer Interviews	16	17	18 Street Market Previews & Vendor Interviews	19	20 Street Market Day tour and updates
21	22	23 Graduation set up BTS video	24	25 Lorena High School Graduation videos	26 Hillsboro High School Graduation videos	27
28 Congrats Grads Post - photos from all graduations	29	30 Weekend Preview Post - Dallas Hunter Jumper	31 Weekend Preview Post - Texas Ranger Bicentennial			

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