



Pride of Woodstock Marketing Plan 2024

Economic Development Commission

The EDC will be acknowledged by Pride of Woodstock with the following:

- Logo on the Pride of Woodstock website
- Logo on the High Heel Race t-shirt
- Tagged/mentioned on two Pride of Woodstock social media posts
- Thanked during the High Heel race announcements
- Acknowledged in a press release sent to regional media

Social Media

Pride of Woodstock accounts on Instagram and Facebook have been established and are updated with new content on a regular basis.

Flyers

- Pride flyers distributed at dozens of locations around the Upper Valley
- Special limited edition posters distributed to all sponsors

Earned Media

Press releases have been sent out to major news outlets in New England and NY feature the names of sponsors.

- Article published in Philadelphia Gay News
- Multiple articles published in The Vermont Standard
- WCAX confirmed to cover Woodstock Pride
- Article scheduled to be published in the online version of The Advocate Magazine
- Seven Days will publish an article on May 29th
- PrideJourneys.com included Woodstock in their 2024 Pride Guide

Paid Media

Ads in local newspapers

VT Standard

May 22nd - 3colx6 \$180

May 29th - 3colx6 \$180

Total: \$360

Seven Days

May 22nd - 1/4 page \$559
Total: \$559

Mtn Times
May 22nd - 1/2 page \$247
Total: \$247

Sponsorships/Donors

Pride of Woodstock has raised over \$16,000 from sponsors and donors. Depending on their level of giving, these sponsors are being recognized on the Pride of Woodstock website, High Heel race t-shirt, in press releases and on social media.

Tabling

Pride of Woodstock is tabling at Abracadabra and Mon Vert to promote all of the Pride events and raise funds by selling stickers and magnets.

At the Made with Pride Craft Fair, sponsors are welcome to leave brochures or other information at the Pride of Woodstock Info Table.