

Apopka Art and Foliage Festival Publicity 2016

- The Apopka Chief-large ad ran 3 weeks before Festival in Chief and Planter - 15,000 Homes
- Festival Bookmarks - 2,000 total given out by members, sent with posters to Orange County Library system
- Posters 8x10 – 50 posted at various venues in Orange, Seminole and Lake Counties
- FRIENDS Of the Apopka Art and Foliage Festival – \$ 20 annual donation - 75 handouts
- Apopka Art and Foliage Festival website upgraded to show all participants – Twitter, Instagram and Face Book links.
- Florida Clubwoman Magazine article submitted & 200 bookmarks handed out at district meeting.
- Brighthouse-My News 13 Digital - ran April 16 – 23 ¼ million views for week, Page reviews 1.5 million
- Channel 13 TV - Community Calendar
- City of Apopka Water Bill and Newsletter-4 inch ad with logo
- City of Apopka Website, center of home page
- Clear Channel Outdoor - Billboard on 436 & Orange St., Altamonte Springs, FL - 121,000 views/ week
- Cox Media Group - radio stations WCFD, WWKA, WDBO, WTYO, WMMO, ESPN - Interview with 5 festival chairpersons - Beth Perrell Show
- Festival Articles & pictures ran each week for 8 weeks in The Apopka Chief and many local newspapers
- FestivalNet.com
- FNN Online, one week-reaches a quarter billion consumers
- Folio Weekly
- icFlorida - Nathan Wertz Photographs on WFTV icFlorida Fun 3 - radio segment that airs on Fridays on Orlando's Morning News with Joe Kelley also News 96.5. - Brett Bowman – festival chairmen interviewed
- Instagram - Developed hash tag for social media posting, it will be used for promotion during the festival
- Mosquito Creek Outdoors - email blast in newsletter
- Orlando Arts Magazine - March & April Cultural Calendar
- Orlando Sentinel-Orange Extra, Seminole Extra - highlighted in Calendar on 4-21, Paid advertisement in Seminole Extra
- Radio WBZW 1520 - Two 30 minute interviews-replayed several times
- Rotary digital sign at highway 441 & Park Avenue in Apopka - 2 weeks prior to festival
- SeaCoast Bank - email blast in newsletter
- Seminole County Magazine – Calendar and ad
- Spingo – event marketing and management

- The Apopka Voice – Internet news – posters shown, articles
- Where the Shows Are-Art and Craft Shows -2016 subscription plus email blast

Website Online Event Calendars:

Americantowns
The Apopka Chief
Channel 9
Click Orlando.com - Channel 6
Cox Media Radio Group
Craftlister
Eventbrite
Eventtell
Experience Kissimmee
Festival Network
Find Festivals
Folio Calendar
icFlorida
Orlando Sentinel
Orlando Signature Magazine
Orlando Weekly
Sentinel Express
Sun Sentinel
TCP Global
WTLN 950
Z88.3

Newspaper Articles e-mailed: Some articles were sent weekly starting mid March, others bi-monthly

The Apopka Chief and Planter
Central FL Lifestyle
Art Festival
Central Florida News 13
City of Apopka, Clermont
Clermont News Leader

Clewiston News
Cox Media
Cox Radio
Daily Commercial
Delray Beach Times
Desoto Sun-Herald
Destin Log
Florida News
K92.3
Nehrling Gardens News
Orlando Arts
Orlando Camera Club
Orlando Sentinel Calendar
Orlando Sentinel Lake County
Orlando Sentinel - Joe Rassel article
Orlando Weekly
South Lake Press
St. Cloud in the News
Sun Sentinel
The Villages
Triangle News
WDBO
WESH 2
WESHTV
West Orange Times
West Volusia Beacon