

# Solano Turkey Trot

## 2011 Marketing Plan

### 1. TV & Radio Opportunities

Channel 26 & 27  
KCRA 3  
News 10  
KRON 4  
KUIC  
The Vine  
KGO 560  
KSTE 650

### 2. Print Opportunities

Daily Republic  
Vacaville Reporter  
Vallejo Times Harold  
Benicia Harold  
Rio Vista  
Dixon  
Solano Fit  
Competitor Magazine  
Solano Magazine  
The Breeze  
The Grapevine  
Around Town  
The Weekender  
Emma, Close to Home  
Vacaville Magazine  
Area publications from:  
Napa  
Sonoma  
Contra Costa  
Sacramento  
Yolo

### 3 Main Poster/Flyer Distribution

Flyer Distribution:  
At all local Starbucks  
Health Clubs  
Sports & Fitness Stores  
Libraries  
Mall walkers

Brochures:  
School District distribution  
Church bulletins

### 4 Clubs and Organizations

All Rotary Clubs  
Fast/Host Lions  
All Kiwanis Clubs  
All Mom Groups  
Weight Watchers  
Walking Groups  
Chamber of Commerce

### 5 Website & Email Marketing

Constant Contact email blasts  
Facebook and Twitter  
Bay Area Linkup  
The Schedule.com  
Meetup.com  
Wellsphere.com  
Justrun.com  
Active.com  
Fleet Feet.com  
Upcoming.yahoo.com

*\*Note: All 4 organizations will distribute flyers to local businesses and personal contacts.*