



Enhancing Your Brand & Growing Revenue Through Events!

September 15, 2016

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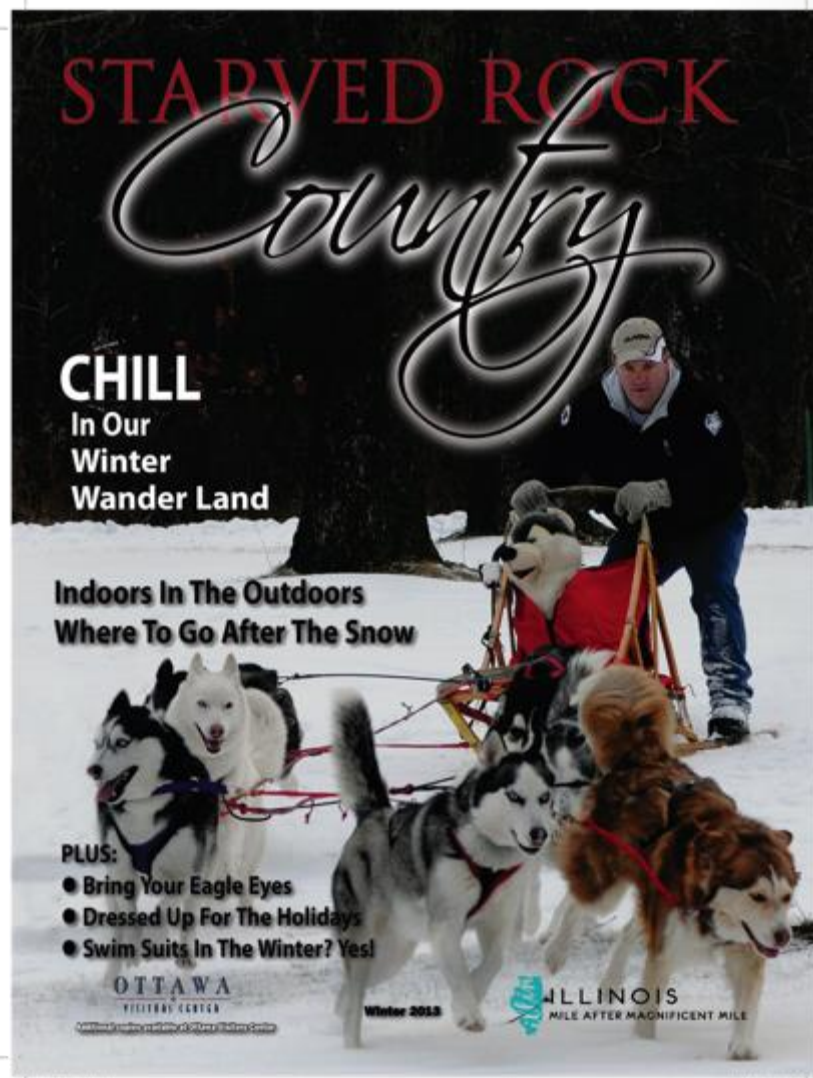
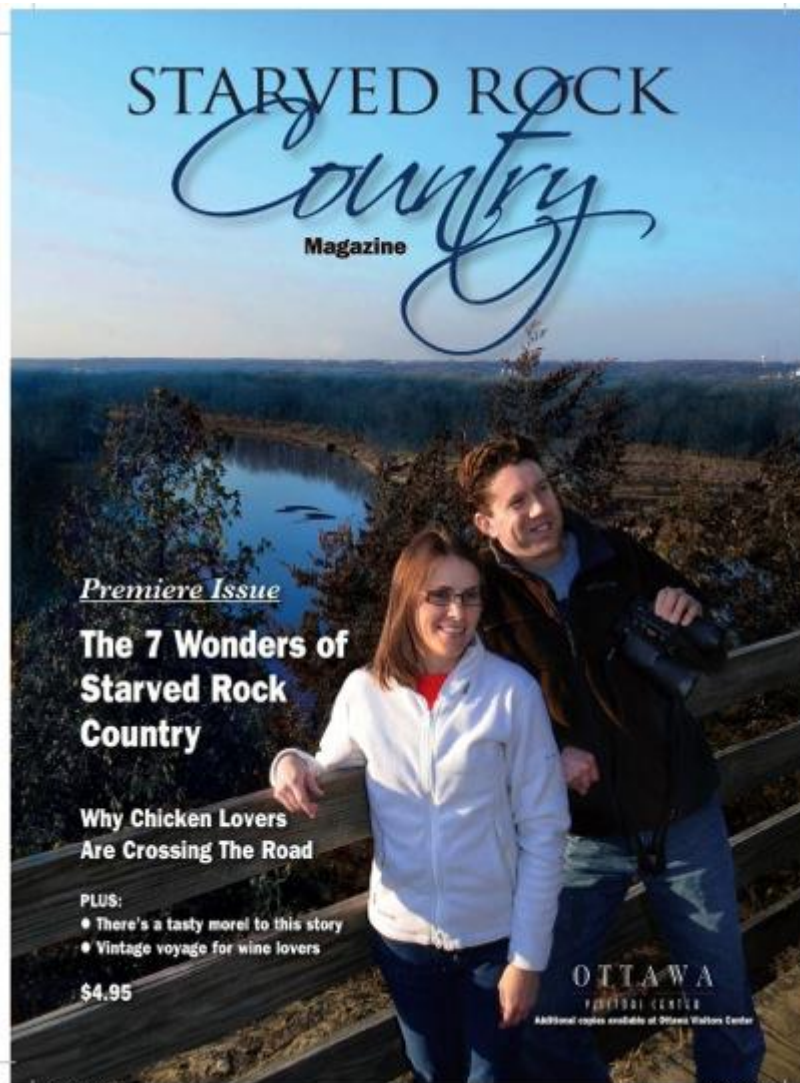
Guiding Philosophy

- **Change is NOT an Option**
- **Not Just Any Change – Our Culture!**
- **We Must Innovate to Survive!**
- **The True Power of Business Partners!**
- **You Will Have Failures! No Failures – You Must Not Be Trying Hard Enough!**

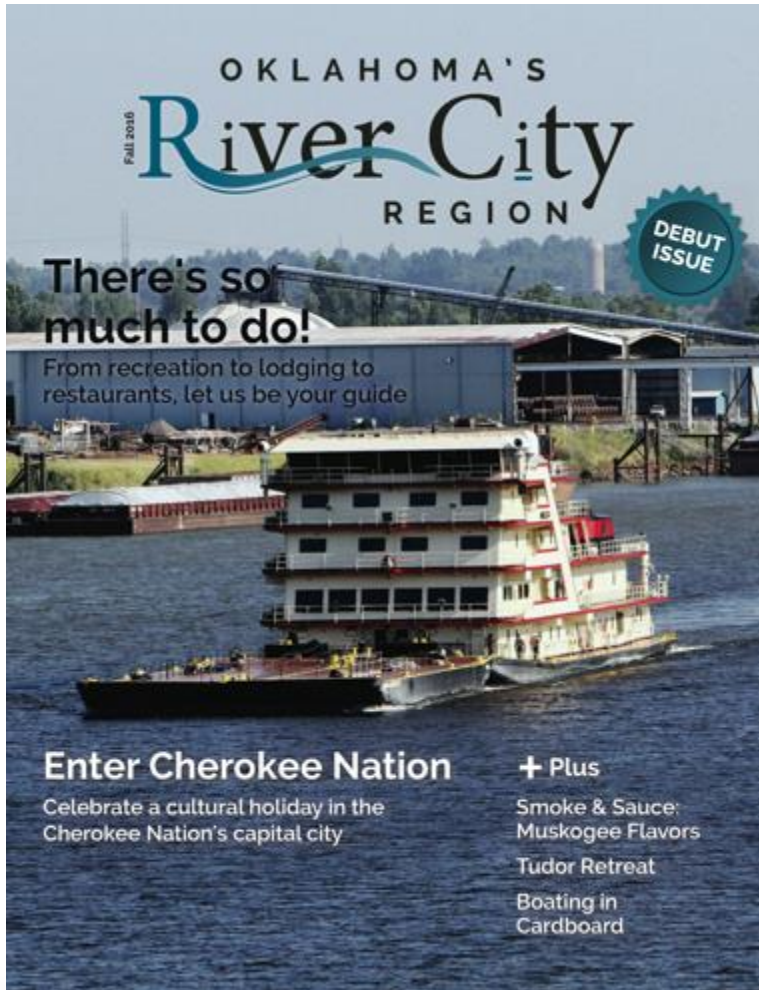
Basic Event Strategy

- **Magazines Lead To Events & Events to Magazines**
- **Marathon / Half-Marathon**
- **Concert & Arts Series**
- **Pro/Am Golf Tournament**
- **River City Intertribal Celebration**
- **Phoenix Advantage Loyalty Program**

SRC Magazine



SRC – Now ORC Magazine



Variables

- Quarterly
- 18,000
- 9,000 Mailed
- 8,000 Inserted
- 1000 Racks / Pick-up
- Mailed Copies Ring Oklahoma's River City
- Historically 10% Revenue Growth Per Issue

Marathon / Half-Marathon



Variables

- 1300 Runners
- 23 States / 3 Countries
- 200+ Volunteers
- Not For Faint of Heart
- GREAT Public Support
- GREAT Branding
- GREAT Marketing
- GREAT Revenue!!!!

Non-Traditional Revenue



“Concert & Arts” Series




“Concert & Arts” Series



“Concert & Arts” Series

Founding Partner: Edmund B. Thornton Foundation

DAVID COOK

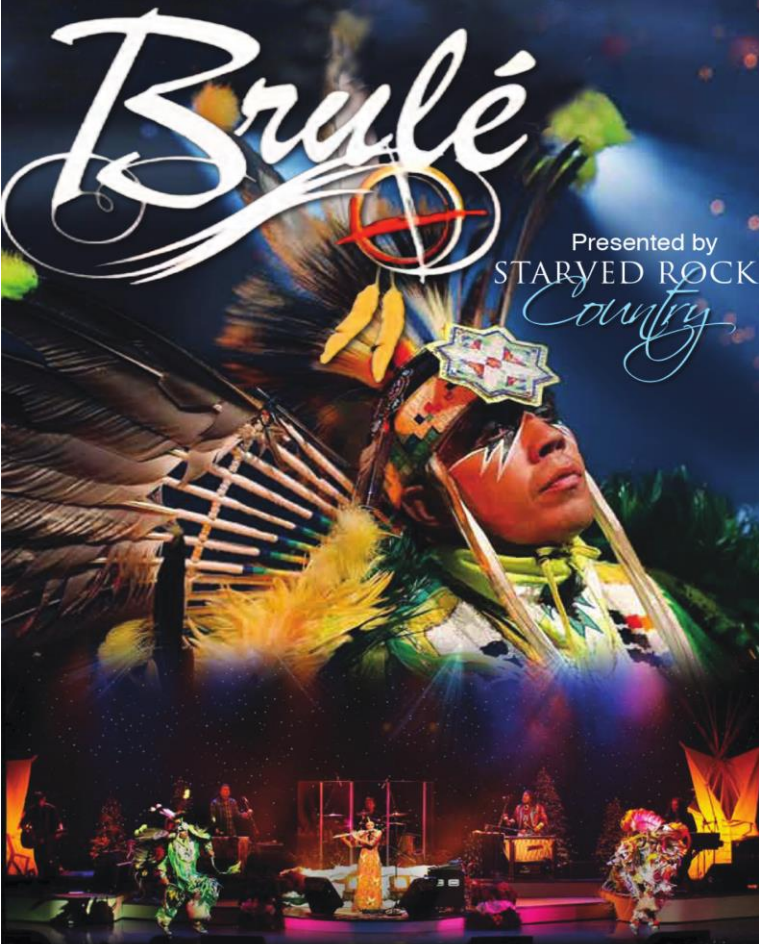


Portrait of David Cook, a man with a beard and short brown hair, wearing a white long-sleeved shirt under a dark denim vest. He has his hands clasped in front of him and a tattoo on his left forearm.

SATURDAY, AUGUST 15, 2014
7:00 PM
OTTAWA TOWNSHIP HIGH SCHOOL

Brulé

Presented by
STARVED ROCK
Country



A vibrant poster for the Brulé Country event. It features a Native American man in traditional regalia, including a large feathered headdress with yellow and green feathers, and a star-shaped medallion. He is looking upwards. The background is dark with colorful stage lights. At the bottom, a band is performing on a stage.

SATURDAY, SEPTEMBER 28, 2013 • 7:00 PM
OTTAWA TOWNSHIP HIGH SCHOOL, OTTAWA, ILLINOIS

HR IMAGING PARTNERS
BILL WALSH
OTTAWA • PEORIA • STREATOR
OSF
SAINT ELIZABETH
MEDICAL CENTER

“Concert & Arts” Series

Founding Partner:
Edmund B. Thornton
Foundation



**LEGENDS
NIGHT**

SATURDAY,
SEPTEMBER 27, 2014
7:00 PM

OTTAWA
TOWNSHIP
HIGH SCHOOL

Variables

- Little Staff Impact
- Audience Dept. Handles
- GREAT Marketing
- GREAT Branding
- GREAT Loyalty
- GREAT Public Support
- GREAT Revenue!!!!


Non-Traditional Revenue

FOUNDING PARTNER

EDMUND B.
THORNTON
FOUNDATION

PRESENTING SPONSORS

STARVED ROCK
Country

 **FIRST FEDERAL**
SAVINGS BANK

GOLD COMMUNITY SPONSORS

SILVER COMMUNITY SPONSORS

BRONZE COMMUNITY SPONSORS

Illinois Valley

Pro/Am Golf Tournament

1ST ANNUAL
SRC
STARVED ROCK
Country
PRO/AM GOLF
CHAMPIONSHIP
2014

June 28 & 29, 2014

36 Holes
Open Flight \$250.00 entry
A Flight \$125.00 entry
B Flight \$125.00 entry

SENICA'S
OAK
RIDGE
GOLF CLUB, INC.
658 East US 6 • LaSalle, IL 61301

Over \$10,000⁰⁰
in Cash & Prizes
Awarded!

OPEN FLIGHT
MINIMUM \$1000 WINNERS PURSE.
HALF OF ALL OPEN ENTRIES GO TO OPEN PURSE
A & B FLIGHT WINNERS WIN YEAR MEMBERSHIPS

CORPORATE CHALLENGE

Entry fee includes:
- 3 rounds of golf
(one practice/ two rounds of competition)
- Unlimited range use
- Lunch/ Drinks provided during competition
- Practice round can be played up to 2 weeks
before competition

Join us in building the Starved Rock Country Pro/Am
into one of the premier golf events in the Midwest!

REGISTER TODAY WWW.STARVEDROCKCOUNTRY.COM

- Non-traditional Revenue
- Great Marketing
- Great Branding
- Great Advertiser Relations
- Great Loyalty Potential
- Great Bottom-line

Innovation Involves Failure



STARVED ROCK
Country

Presents
Outdoor Sports, Boat & Travel Expo

Dates: Saturday, Sept. 28, 2013
Time: (9am - 5pm)
Location: Downtown - Ottawa, IL.
Admission: FREE
Reg. Booth Space: \$50
Exp Booth Space: \$100 - \$200

Limited Space - Lock it in Today!

- Great concept
- Too small of Market to scale
- Can't be afraid to try new things

Shop.StarvedRockCountry.com



- Barter
- Sell Our Events
- GREAT Branding
- GREAT Loyalty
- GREAT E-Commerce

Key Take-A-Ways

- Be Part of the Culture of Change!
- Innovate For **NEW** Revenue!
- Be Pro-Active – Find Problems, Offer Solutions!
- Don't Be Afraid to Fail , No Failures Means You Are Not Trying Hard Enough!
- Not For Faint of Heart, Be Aggressive, Not Passive!

DON'T WAIT - CREATE YOUR FUTURE

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Publisher**

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