



## Advertising Agenda

Angel Marketing Group, LLC welcomes you to **Axis of Steel – A Motorcycle Experience**. To help gain and develop a great relationship with our Event, we would like to present our advertising agenda.

Summary: Axis of Steel will run an advertising campaign in local, regional and national publications to gain recognition and interest. Currently we already have over 2000 emails in our website email distribution list. Our focused advertising starts 60 days prior to the Event, covering a 100-mile radius (or more) utilizing more publications, radio & mass distribution of flyers/postcards.

- Administration
  - Management & staff are currently executing all aspects of marketing
  - Office support includes phone calls, fax, email & sponsored mailers
- Flyers/Postcards
  - Distribution at Events
    - Major & minor
    - Public & personal
  - Distribution at Businesses
    - Dealerships, motorcycle & supporting non-motorcycle
    - Exhibitor and non-exhibitor businesses
  - Mailers
    - Select sponsored mailers will be mailed
- Internet
  - AxisofSteel.com website; primary source for current Event information
  - Online publications & networking websites – **currently 32 website have event posted**
- Media
  - Publications
    - National & Regional
      - Motorcycle Event Magazine    Motorcycle Monthly    Thunder Roads
      - Fast Lane Biker    East Coast Biker    Keystone Motorcycle Press
      - ABATE Newsletter    Motorcycle Times    ...and others
    - Local
  - Radio
    - Goal is to execute radio ads and reach ALL surrounding areas
  - Television
    - Sponsor driven commercials – **currently discussing options with all networks.**
- Banners & Signage
  - We work with local and regional government for signage including:
    - 5 (or more) – 20'x3' Street banners
      - 300 block N. Washington St – Downtown Scranton
      - 600 block Spruce St – Downtown Scranton
      - 300 block Wyoming Ave – Scranton
      - 100 block S. Main St – West Scranton
      - ...and possibly more locations
    - Road Signs @ intersections
    - Posters @ local businesses