



# COMPLIMENTARY MARKETING SUPPORT



Over the last several years through a contract with the Promotional Coordinating Committee, the SLO Chamber has provided complimentary event promotion and public relations support to the City's Cultural Arts & Community Promotions grant recipients. The goal of this partnership is to drive attendance and increase event visibility for the City of San Luis Obispo in a way that direct funding cannot do on its own. Together, the added promotional support from the SLO Chamber and funding provided by the PCC will help your event succeed.

There are several ways that the complimentary marketing support can help promote your event(s) this year, including:

Inform media and regional partner of your event on your behalf:

- Add your event to local and regional community calendar, including: the [City's Visit SLO event calendar](#), [SLO Chamber Community Calendar](#) and [SLO CAL Community Events Calendar](#).
- Include your event in event round-up press releases that are sent to the following local and regional media outlets: American General Media, Atascadero News, KCBX, KSBY, KVEC, Mustang News, New Times, Pacific Coast Business Times, Santa Maria Times, SLO Life Magazine and SLO Tribune.

Be a helpful resource:

- Work one-on-one via phone or virtual meeting to create a promotional strategy for your event and maximize the complimentary promotional services made available by the PCC.
- Distribute promotional materials to every hotel in the city of San Luis Obispo on your behalf (up to 500 copies of promotional material must be provided prior to the event).

Share your event on digital platforms:

- Post event press releases on [slochamber.org](#) and distribute them through the SLO Chamber [Facebook](#).

Displaying and distributing promotional material in the SLO Chamber Visitor Center:

- Event flyers and posters will be displayed in the prominent downtown windows.
- Printed promotional materials (rack cards, postcards, pamphlets, etc.) will be on display through the Visitor Center.

This suite of promotional services is made available free of charge by the PCC with the expectation that the appropriate services are utilized by grant recipients. The complimentary marketing services are flexible to fit specific needs, and the SLO Chamber will work with recipients to create individual plans for success.

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