

N NOVANT
HEALTH

THANKSGIVING

Day Parade

— BEST —

PRESS/MEDIA KIT



NOVANT HEALTH THANKSGIVING Day Parade

1. OVERVIEW INFORMATION

a. Introduction and background of campaign/event

The Novant Health Thanksgiving Day Parade occurred in Charlotte, North Carolina on Thursday, November 24, 2016.

The Thanksgiving Day Parade has been a holiday tradition in Charlotte since 1947. For nearly three-quarters of a century, hundreds of thousands of participants, volunteers, sponsors, families and friends have centered their Thanksgiving traditions on this parade. The Novant Health Thanksgiving Day Parade, formerly known as the Carolinas' Carrousel Parade, has grown over six decades and has



Carolinas' Carrousel Parade 1957 - Charlotte Observer

become a celebrated tradition that kicks off the holiday season. When Carolinas' Carrousel, Inc. could not find a title sponsor, it appeared as though the parade and scholarship program would cease to exist. The parade was canceled at the beginning of August 2013. Only a short three weeks later, Novant Health signed on as title sponsor of the Thanksgiving tradition for the next three years. With the financial backing of Novant Health, Charlotte Center City Partners rose to the challenge and agreed to produce the event, ensuring the tradition 66 years in the making would continue. With less than 90 days to produce the parade, Charlotte Center City Partners worked tirelessly to make the parade a success. The 2016 Novant Health Thanksgiving Day Parade was broadcast into 1.5 million homes from around the region, allowing for all ages to enjoy the production.

The revitalization of this historical event required a clear vision and a plan of action. At Charlotte Center City Partners, we held ourselves to our usual high standards, aiming to improve the parade on all levels and for everyone involved in the event. The two main goals were to elevate the entertainment level and increase the audience on a yearly basis. It shouldn't go without mentioning that we set long-term goals for syndication and regional recognition as well.



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b. Provide actual media kit used to send out for your event

Media kit is attached to entry following Supporting Materials. This media kit was rolled out in May of 2017 and has been in use since then.

c. Target audience/demographics for the media

The main target audience portrayed to the media for the Novant Health Thanksgiving Day Parade is families. We aim to portray Charlotte as a holiday destination for families year after year and encourage those who are from outside of the Charlotte region to attend and see what Charlotte has to offer. We also encourage families to make the Novant Health Thanksgiving Day Parade a part of their yearly tradition. There is no specific demographic we target, we encourage all backgrounds to come celebrate this holiday.

d. Target location (communities/cities/states) for media

Our target location for our new kit ranges from the media representing Mecklenburg County here in Charlotte to media and press representing the states across the Southeast region including South Carolina, Georgia, Virginia, and Florida to name a few. The Novant Health Thanksgiving Day Parade is an attraction for every background and is an event that welcomes families and individuals from all over the country. Having this draw and audience gives us a broad range of locations we send information to and luckily for us rarely limits what media outlets we encourage to promote our event. Through our new kit, we are able to easily send the needed information to press across the region and the country.

e. Types of mediums used for media outreach

The Novant Health Thanksgiving Day Parade utilizes all mediums for media outreach. We actively utilize TV, online, radio, print, and outdoor each year. Charlotte's CBS affiliate, WBTV, is the television sponsor of the Novant Health Thanksgiving Day Parade and through them we utilize commercial spots, features, and more. Through our website, www.novanthealththanksgivingparade.com, we are able to link news articles, social media pages, and more. We also utilize other online media including Charlotte's local e-newsletter the Charlotte Agenda. The Novant Health Thanksgiving Day Parade has great radio affiliates as well which include WBT, who commentates the parade live on their radio station, K104.7 and WFAE. The parade is advertised starting in July on K104.7 and three months in advance on WBT and WFAE radio. For print advertising, we utilize the major publications in Charlotte, including the Charlotte Observer, Where Magazine, Charlotte Magazine, and more. We have also been featured in Southern Living Magazine and on their website. Each year we create outdoor advertising along Tryon Street in Uptown Charlotte and generate billboards surrounding the Charlotte region. Our Tryon Street material averages 10.5 million impressions over a 30-day period. We are continually looking for other media outlets to advertise the parade and spread throughout the Southeast region. We are confident our new media kit will bring in additional mediums and outlets for the upcoming 2017 parade.



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f. Measurable results indicating:

a. Number of publications/cities/states targeted

Through our partnership with Charlotte's CBS affiliate WBTV, we reach 50 cities in over 20 counties in the Charlotte Metro and Charlotte DMA. Our targeted states include North Carolina, South Carolina and Virginia. While we focus most of our efforts in the Charlotte region and North Carolina, we are beginning to actively target publications and cities in South Carolina and Virginia.

b. Percent of distribution that covered news

75% of distribution covered news.

c. Longevity of media coverage

The longevity of media coverage is 30 days.

d. Increase/decrease in media from previous years

For the 2016 Novant Health Thanksgiving Day Parade, we saw a 20% increase from previous years. Part of this was due to the fact that in some of our media outreach, we bundled the Novant Health Thanksgiving Day Parade in to our seasonal events called "Holidays in the City". We anticipate another increase in media this year with our new kit and marketing plan.



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2. SUPPORTING QUESTION

a. What challenges/obstacles did you foresee/encounter in creating the promotion, and how did you handle them?

Our main challenge with developing our new media kit for the upcoming 2017 Novant Health Thanksgiving Day Parade was a challenge facing most organizations and that is the change to digital. We threw ideas back and forth on creative ways to develop a new kit that would entice sponsors and media outlets through a digital medium rather than print. We came up with great ideas for the digital realm, however the Thanksgiving parade is a storied tradition in Charlotte and while technology is changing at a fast pace, this is an event that while we improve upon it each year, it still remains the same unchanged family and community tradition.

With that in mind, we made the decision not go digital this year and stay with print. We knew we had to make a printed kit that drew the attention of the media outlets and press who are often now used to receiving digital kits. We wanted to tell a story, while still getting the numbers, benefits, and purpose across. We also knew that potential sponsors and media only have a short time on their hand, so our new kit needed to be quickly appealing and memorable. This is how we came up with the “What Does” media kit. There are a couple of words on each page, followed by a respective one full page color photo. On the last two pages are the statistics and benefits. While we decided not to go digital for this year’s upcoming parade, we do have the capability to send the print media kit in a digital format if media and sponsors request it.

Through this media kit, sponsors and media alike recognize the role they could play in the Novant Health Thanksgiving Day Parade and how they contribute to the success of a notable holiday tradition in the city of Charlotte.



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2. SUPPORTING MATERIALS



2016 Billboard

2016 Where Cover & Insert

