



**AURA** art and ecology light display

## PROMOTION PLAN

### Pacific Northwest Region

Portland OR ► Vancouver BC | Eastern Washington

#### Integrated Media Marketing

##### Social Media

**AURA Facebook, Twitter**

**Blog Blitz** ► Arts & Culture | Select Green | Neighborhood

**Video Share Sites** ► YouTube | Vimeo

**Photo Share Sites** ► Friends Facebook | Flickr | Kodak

##### Media | News + Special Interest + Sponsored + Paid

**Pressroom** ► sponsorship + newsworthy releases

**PR Interviews** ► TV | Radio | Print

**Newspaper or TV.com** ► event webcams – live internet coverage

**Seattle Times** ► Weekend Weeklies **Pacific NW, Weekend, Ticket**

**Seattle Magazine + The Stranger + The Seattle Weekly**

##### Light Site Property Owners, Managers, Affiliated Orgs

**Websites** ► Seattle Art Museum | Seattle Parks and Recreation  
Friends of the Volunteer Park Conservatory

##### Arts & Culture Websites and Publications Event Listings

**500 Event Posters** ► ferries, businesses, arts orgs, libraries

##### AURA Display Neighborhoods

**Newspapers** | **Newsletters** | **Chambers of Commerce**

Pre-Event  
May - August

Event  
September 1<sup>st</sup> to 25<sup>th</sup>

