

Promote your business at the Airport!

As part of the Brainerd Lakes Area Economic Development Corporation's 2020 Marketing Plan, an **Airport Initiative** was developed to build awareness of the economic opportunities in the Brainerd Lakes Area. High definition TV monitors were installed in the Brainerd Lakes Area Regional Airport, along with substantial upgrades to the terminal's in-ceiling audio system. Travelers now enjoy national news, weather, sports, and more via satellite. But most importantly, this project allowed for the opportunity to **showcase exclusive local video segments** to the travelers at the airport.

Currently, BLAEDC and the Airport are broadcasting dozens of video messages featuring Crow Wing County economic development and airport messages. New spots are added quarterly.

Supporters of BLAEDC's 2020 Plan receive free airtime to get your message moving in front of thousands of travelers!

BLAEDC is pleased to offer major community supporters the opportunity to be a part of this video system. To qualify, your business must be a member of BLAEDC and have donated \$1,000 or more annually.

- Local :30 or :60 second promotional opportunities are available through this **Airport Video System** to showcase your community and its presence in the Brainerd Lakes Area.
- Air time can be made up of video (moving pictures) or still shots (photographs in a slide show-like format) with a recorded voice over. Approximately 12 minutes of local airtime is available every hour of the day, offering businesses a high frequency for your message.

The Airport is a hub of travel activity throughout the year. Thousands ticketed passengers traveled through the airport every year, as well as many more that visit the terminal, on-site restaurant and air service companies.

For more information contact:

Sheila Haverkamp, Executive Director

Brainerd Lakes Area Economic Development Corporation

(218) 828-0096 or Sheila@GrowBrainerdLakes.org

Digital spots are needed in a MPEG 4.10 (AVC/H.264/Quicktime) format. New spot may be produced (for a minimal investment).

BLAEDC reserves the right to refuse any/all videos. All videos will be previewed before airing.



Airport Video System Participation Agreement

Yes, I wish to take advantage of this outstanding opportunity from BLAEDC and the Brainerd Lakes Regional Airport to help promote my business.

Our annual contribution to BLAEDC is:

- \$1,000 Member
- \$2,500 + Partner
- Community contribution

Frequency of spots (minimum)

- 4 :30 spots (or 2 :60 spots) PER DAY
- 10 :30 spots (or 5 :60 spots) PER DAY
- based on ratio of annual funding support

Please check one of the following:

- I will be providing my own digital spot. I understand it needs to be in a ***Full Resolution QuickTime*** format.
- I need a video spot created (at an additional cost).
Contact these BLAEDC members for production assistance:

Evergreen Press
Moore Consulting
Russell & Herder Advertising

I understand that I may provide new video spots for this system as frequently as I wish, but that changes to the video system scheduling will only occur quarterly.

Business _____

Contact _____

Phone/Email _____

Date _____

BLAEDC reserves the right to refuse any/all videos. All videos will be previewed before airing. Video air time is dependent on the availability of the facilities at the airport, and cannot be guaranteed by BLAEDC.