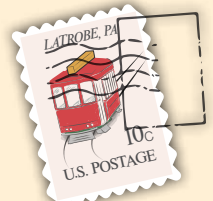


# Good Neighbor Marketing



Inspired by  
our Neighbor  
**Mr. Rogers**

Reach out to Your Neighbors...  
Invite Your Community!



**Fairs, Festivals,  
Special Events**

CONVENTION EXHIBITOR



**WESTMEDIA**  
GROUP

Located in Latrobe, PA: Hometown of Mr. Rogers

*"All of us, at some time or other, need help. Whether we're giving or receiving help, each one of us has something valuable to bring to this world. That's one of the things that connects us as neighbors - in our own way, each one of us is a giver and a receiver." -Fred Rogers*

**YOU HAVE A GREAT STORY**

**We Help You Share It**

*with*

**Multi-Channel Marketing**



BRANDING



PRINT



DIGITAL



WEBSITE



SOCIAL  
MEDIA



EMAILS



BILLBOARD



RADIO



DIRECT  
MAIL

West Media Group has a track record of helping fairs and special events **attract attendees and increase revenue from sponsorships and advertisers**. By combining the best of traditional advertising and digital marketing, **we make it more convenient and more affordable to reach your audiences** with tailored messages **wherever they are and on whatever device or media they prefer**. **Good Neighbor Marketing is all about helping you connect and bring value to your neighbors, your customers and your community.**

“ No matter the situation, time of day, or crazy last-minute request we had, they came through above and beyond. Their professionalism, while still maintaining a comfortable atmosphere, was just what we needed. The work they did for our advertising and ticket sales really showed an improvement in our organization and attendance numbers.

We highly recommend their company to anyone in need of their services. ”

- Lacey Murray,  
V.P., Somerset County Fair

# OUR SERVICES

## 1. WEBSITE DESIGN WITH ONLINE TICKETING

- ▶ Integrated online ticketing platforms for easy purchase and secure transactions.
- ▶ Custom event schedules, interactive maps, exhibitor directories, and visitor FAQs.

## 2. DIGITAL/SOCIAL MARKETING CAMPAIGNS, ADS AND VIDEOS

- ▶ Professionally produced promotional videos to highlight your event's unique attractions.
- ▶ Scheduled posts and event countdowns to keep audiences engaged.

## 3. DIRECT MAIL POSTCARDS

- ▶ Targeted mailing lists to ensure your message reaches the right audience.
- ▶ Options for personalized messaging and seasonal offers.

## 4. BANNERS AND SIGNAGE

- ▶ Custom designs for sponsor recognition and branded zones.
- ▶ Event entrance and stage backdrop designs for maximum visual impact.

## 5. BILLBOARD POSTERS AND DIGITAL BILLBOARDS

- ▶ Strategic placement for maximum visibility.
- ▶ Creative designs that deliver your message at a glance.

## 6. PUBLIC RELATIONS

- ▶ Media outreach to local and regional outlets
- ▶ On-site media coordination to enhance press coverage.

## 7. RADIO AND TV COMMERCIALS

- ▶ Local and regional ad placements to reach a broad demographic.
- ▶ High-quality voiceovers, music, and visuals for maximum impact.

## 8. EXHIBITORS GUIDES

- ▶ Print and digital options for convenient distribution.
- ▶ Opportunities for advertising placements.

## 9. GRAPHIC DESIGN

- ▶ Consistent branding across print and digital platforms.
- ▶ Custom artwork for programs, merchandise, and more.

## 10. SPONSORSHIP FUNDRAISING AND ADVERTISING SALES

- ▶ Advertising sales strategies to maximize revenue.
- ▶ Professional support to manage sponsor relationships.

## 11. COMMEMORATIVE BOOKS

- ▶ Options for storytelling, photography, and sponsor recognition.
- ▶ Keepsake quality to enhance attendee experiences.

## 12. GRANT WRITING

- ▶ Assistance with identifying grant opportunities.
- ▶ Detailed proposals tailored to your event's mission and goals.

“Ray and the team at West Media Group were extremely professional and very easy to work with. The Butler Farm Show worked with West Media Group to compile a 60-page 75th anniversary commemorative book. We would highly recommend and would have no reservations about using their services for any projects that would be needed. We were extremely pleased with the quality and appearance of the finished product.”

- Kenneth Metrick,  
Secretary, Butler Farm Show



# WHY CHOOSE West Media Group?



West Media Group is located in Latrobe, PA. on the street where Mr. Rogers was born. **We are a versatile branding, marketing and event promotion team.** You can't be working in Latrobe without thinking local. Fred Rogers taught the world about **caring for your neighborhood** and making genuine connections with your community. As multi-channel marketers, our talented team includes **strategists, designers, videographers, and digital marketing pros** that are dedicated to helping your business or organization connect meaningfully with your neighbors, your customers, and your community. We can help you bring your vision to life with creative solutions that **resonate with your audience** and **celebrate what makes you unique.**

**“** We met with Ray and Ajay, and to our surprise, they were able to create billboards, radio advertising, and mailers **for less than we could do ourselves.** We were also in the process of composing a 75<sup>th</sup> anniversary book that we wanted to sell as a keepsake. West Media Group took the information and photos we had gathered and **created a work of art** that is far beyond the hopes and dreams of what our book would be, and the cost was **very affordable.** They were also **instrumental** in updating and creating changes in our social media contacts, which will **benefit us for years to come.**”

-Sandra Lefever,  
Office Manager,  
Butler Farm Show

**WE'D LOVE TO  
HEAR FROM YOU!**

*For more information about marketing your next event, give us a call.*



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