

CAJUNDOME

& CONVENTION CENTER

**IN-HOUSE
MARKETING
SERVICES**



**444 CAJUNDOME BLVD
LAFAYETTE, LA 70506
WWW.CAJUNDOME.COM**



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IN-HOUSE MARKETING SERVICES



ABOUT US

The CAJUNDOME & Convention Center Marketing Team utilizes a multi-channel media tool kit designed to contribute to the success of your next event.

Whether you need guidance in placing media buys, planning social media outreach or organizing community promotional partnerships, our team is ready and willing to assist you.

Public and ticketed CAJUNDOME & Convention Center events have access to the following in-house services.

MEDIA BUYS

Our staff is available to assist you with your local media buys in evaluating the best media partners for your target demographic and placing buys on your behalf. We have established relationships with local media partners in placing buys through all channels of media, including:

- ~ Traditional Media
- ~ Outdoor
- ~ Digital Media
- ~ Social Media



TICKETMASTER

The CAJUNDOME & Convention Center is a Ticketmaster Exclusive venue, therefore, no other online ticketing services may be used for on-site events. With that relationship comes additional marketing and promotional opportunities through the Ticketmaster platform:

- ~ Targeted Listings
- ~ Access to Ticket Sales & Demo Reports
- ~ Email Blast
- ~ Groupon LIVE Sales Channel



MARKETING OUTREACH

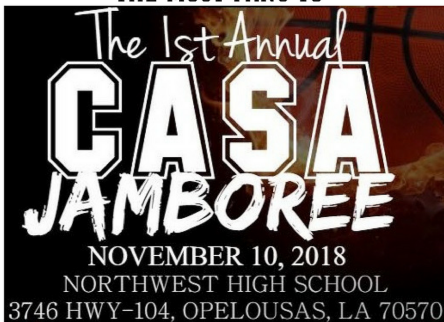


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DTR Monthlong Giveaway Alert: Our December to Remember Giveaways just got even better thanks to our amazing partner, Coca-Cola! For your chance to win a Coca-Cola Patio Cooler filled with Coca-Cola products and merchandise, enter here - <https://woobox.com/b9rwju>! You can enter once per day so set your reminders! And while you're at it, go ahead and tag your Coca-Cola loving pals to share the news! This giveaway ends December 31 at 12:00 PM at which time one winner will be drawn at random from the qualified entrants. Winner must be 18 years of age or older and able to pick up the prize from the CAJUNDOME. You better hurry! It looks like Cajun is enjoying this prize himself! 😊



THE PARTICIPATING TEAM THAT BRINGS
THE MOST FANS TO



WILL WIN TICKETS FOR THE TEAM
TO ATTEND THE HARLEM
GLOBETROTTERS ON DECEMBER 2
AT THE CAJUNDOME!



WEBSITE STATS

MONTHLY VIEWS - 105K+

UNIQUE VIEWS - 102K+

E-BLAST STATS

52K+ SUBSCRIBERS

OPEN RATE - 11.8%

CLICK RATE - 1.59%

DIGITAL OUTREACH

- CAJUNDOME.COM WEBSITE
- CAJUNDOME INSIDERS LOYALTY GROUP
- INSIDERS E-BLASTS
- CAJUNDOME APP (LAUNCHING 2019)
- LIVE STREAM: TWITCH.COM/CAJUNDOME

SOCIAL MEDIA OUTREACH

- FACEBOOK.COM/CAJUNDOME
- FACEBOOK.COM/CAJUNDOMECC
- FACEBOOK.COM/ARTISANCREATIVECATERING
- TWITTER.COM/CAJUNDOME
- PINTEREST.COM/CAJUNDOMECC
- INSTAGRAM
- SNAPCHAT

COMMUNITY OUTREACH & PARTNERSHIPS

- BIG BROTHERS BIG SISTERS OF ACADIANA
- BOYS & GIRLS CLUBS OF ACADIANA
- FOODNET
- LAFAYETTE MOMS BLOG
- MACARONI KID
- TOWNPLANNER COMMUNITY CALENDAR
- UNITED WAY OF ACADIANA
- ZOO OF ACADIANA
- AND MORE...

CAJUNDOME STATISTICS



44k+



7.5k+



6k+



1.1k+

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CBOUDREAUX@CAJUNDOME.COM · WWW.CAJUNDOME.COM

GRAPHICS INFORMATION



CAJUNDOME WEBSITE

- SLIDESHOW 1200 X 600 PX
- THUMBNAIL 608 X 360 PX

MARQUEE

- 1440 X 630 PX

E-BLAST

- LARGE 610 X 270 PX
- MEDIUM 240 X 160 PX
- SMALL 180 X 80 PX

LCD SCREENS

- 1920 X 1080 PX



TICKETMASTER SPECS & REQUIREMENTS

IMAGE SIZE 2426 x 1365

MUST CONTAIN A "SAFE ZONE"

SUPPORTING A 4 X 3 ASPECT RATIO

NO PRICES

NO DATES

NO URLs

NO OFFER TEXT

NO PHONE NUMBERS

NO LOCATIONS



COMMUNITY PARTNERS

FOR EVENTS THAT ARE "OPEN TO THE PUBLIC," ADD TO COMMUNITY CALENDARS:

- **Delta Media TV** <http://deltamediacorp.com/television/>
- **KATC** <https://www.spingo.com/submit?AffiliateID=1779>
- **KLFY** <http://events.klfy.com/createevent>
- **KPEL** <http://kpel965.com/events-lafayette/community/add>
- **KRVS** <http://www.publicbroadcasting.net/krvs/events.eventsmain?action=submitEvent>
- **The Advertiser** http://search.theadvertiser.com/localevents/add_event/
- **The Advocate** <https://theacadianaadvocate.eviesays.com/admin/p2s>
- **Town Planner** <http://www.townplanner.com/submit>
- **Add French and Francophone events to BeFrench.org**
<http://www.befrench.org/add-event.html>

RADIO STATION COMMUNITY CALENDARS

- **Cumulus Media 94.5 KSMB** <http://www.ksmb.com/submit-a-psa/>
- **CM NASH99.1** <http://www.nashfm991.com/2013/01/22/submit-your-psa/>
- **CM KRRQ95.5** <http://www.krrq.com/amp-events/>
- **Delta Media Radio Stations** <http://deltamediacorp.com/radio/>
- **Townsquare Media TheDawg** <http://973thedawg.com/events-lafayette>
- **TM HOT107.9** <http://1079ishot.com/events-lafayette>
- **TM ESPN 1420AM** <http://espn1420.com/events-lafayette>
- **TM 99.9 KTDY** <http://999ktdy.com/events-lafayette>

OTHER COMMUNITY CALENDARS

- **Lafayette Travel** <https://www.lafayettettravel.com/events/submit/>
- **Live & Local** <https://liveandlocalacadiana.com/live-music-calendar/>
- **Louisiana Travel** <https://data.louisianatravel.com/user/submitevent/>
- **Macaroni Kid** <https://lafayettela.macaronikid.com/events/submit>



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