

# **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

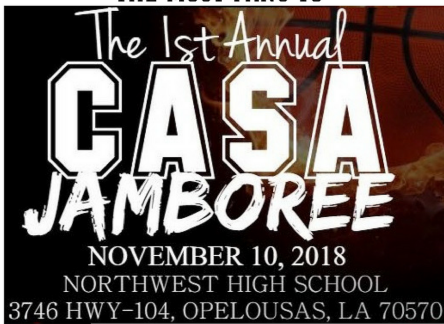


Published by Erica Dufrene [?] · December 7 at 2:00 PM · 3

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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# GRAPHICS INFORMATION



## CAJUNDOME WEBSITE

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

## MARQUEE & EBLAST

- 1440 X 630 PX

## LCD SCREENS

- 1440 X 804 PX



## TICKETMASTER SPECS & REQUIREMENTS

- 2426 x 1365 PX
- SUPPORTS A 4 X 3 ASPECT RATIO
- NO PRICES
- NO DATES
- NO URLs
- NO OFFER TEXT
- NO PHONE NUMBERS
- NO LOCATIONS
- NO SPONSOR LOGOS



# 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/](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.lafayettetravel.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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