

CAJUNDOME

& CONVENTION CENTER

**IN-HOUSE
MARKETING
SERVICES**



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



CAJUNDOME & CONVENTION CENTER

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 in executing a successful event.

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 at NET rates, through all channels of media, including:

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

Plus, up to \$10,000/month value of promotional commercial spots through our partnership with LUS.



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:

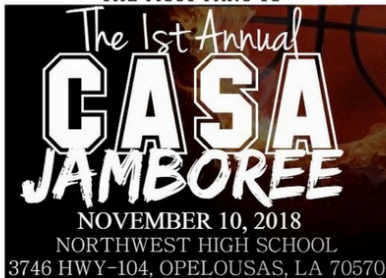
- ~ Targeted Listings
- ~ Access to Ticket Sales & Demo Reports
- ~ Email Blast
- ~ Groupon Live Sales Channel



MARKETING OUTREACH



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

170K+ TARGETED TM

DATABASE OPTIONS

OPEN RATE - 37.9%

CLICK RATE - 1.52%

DIGITAL OUTREACH

- CAJUNDOME.COM WEBSITE
- CAJUNDOME INSIDERS LOYALTY GROUP
- INSIDERS E-BLASTS
- CAJUNDOME APP (In Design Phase)
- 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

- UNIVERSITY OF LOUISIANA AT LAFAYETTE & RAGIN' CAJUN ATHLETICS
- 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



68k+



7.5k+



9.5k+



1.1k+

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MARKETING & ACTIVATION INFORMATION

CAJUNDOME WEBSITE

- SLIDESHOW 1200 X 600 PX
 - EVENTS, NEWS, PAGES, CONTESTS
- THUMBNAIL 608 X 360 PX
 - EVENTS, NEWS, VISITOR'S GUIDE, CONTESTS
- SPOTLIGHT IMAGE 608 X 360 PX
- LIGHTBOXES 1000 X 750 PX
 - SEATING CHARTS, HOMEPAGE OVERLAY*
 - *RECOMMENDED SIZE, CAN BE ANY SIZE NEEDED

OPTIMIZE YOUR IMAGES: 72 DPI RECOMMENDED.

CAJUNDOME OUTDOOR MARQUEE

- Marquee 570 X 276 PX

CAJUNDOME BOX OFFICE WINDOW PANELS

- Above the Window Magnetic Signs
 - 23" x 13"
 - Nominal Production Fee per panel applies



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LOCALIZED MARKETING & ACTIVATIONS

ON SALE ACTIVATIONS

- Local Box Office On Sale Promotions



MEDIA OUTREACH

- Marketing Outreach to local media personalities



CO-PROMOTIONS VIA LOCAL EVENTS

- Marketing Outreach in partnership with local businesses and events



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.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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GRAPHICS INFORMATION



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CAJUNDOME MARQUEE

- 570 X 276 PX

LCD SCREENS

(EXTERIOR & INTERIOR CONCOURSE LOCATIONS)

- 1920 x 1080 PX
- 1440 X 800 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