



Cross Promotion Opportunities

When spring is in the air, and the horses hit the track, we know that thousands of visitors will descend upon the Bluegrass. ***Best of the Bluegrass*** provides a variety of events that highlight the unmatched entertainment and culture of the Bluegrass. Visitors and locals alike will experience what a great place Lexington and the Bluegrass region is.

As a business, organization or event that helps make the Bluegrass the BEST, we invite you to consider a cross promotion opportunity. To help get the word out about the ***Best of the Bluegrass*** activities, we ask that you find optimum promotion opportunities within your promotional tactics. Likewise, your business or organization will be promoted during the Best of the Bluegrass activities.

Possible cross promotion activities include:

- Print joint promotional messages on your receipts or correspondence
- Hang signs or posters promoting one another on your walls, windows, or products
- Mention one another's benefits when you speak at local events or are interviewed by the media
- Drop one another's flyers in shopping bags or hand out at events
- Pool mailing lists and send out a joint promotional postcard
- Share inexpensive ads in local shopping papers or a nonprofit event program
- Give a joint interview to local media

If you are willing to cross promote your event(s) with the Best of the Bluegrass festival, please complete the information below and fax to Renee Jackson, DLC, at 859.231.7333

Main Contact _____ Company Name _____

Your Event (name, time, location) _____

How do you plan to cross promote Best of the Bluegrass? _____
