

# LUMINARY

## **Task 1 - Email Marketing**

*Monthly continuous email messaging and reporting*

-The April newsletter was sent on 4.16. To date (4/17) it has received 599 opens and 96 clicks.

For the second time, the 2nd most popular link clicked is the registration link on the Ulster for Film website - which is located at the bottom of the email blast. This demonstrates that the email is being read in its entirety and captivating our audience's attention.

-The most popular link is the featured blog post. This month, we highlighted The Falcon in Marlboro.

-We did confirm that all board members are on the email list to receive the newsletter. Please let us know if you feel you are not receiving this email.

## **Task 2 - Event Sponsorships**

*Coordination of participation in 2-3 events*

-Last year's sponsorship of Tech Up for Women is still proving to be successful. They recently reached out to us to set up an interview with Suzanne that will be featured on their website for Tech start ups to reference and sent out to their email list of over 287,000 subscribers! Luminary will be looking into renewing a similar sponsorship agreement with Tech Up for Women this year.

-We are currently in negotiations with the EastxNortheast Film Festival and Green Tech Conference taking place in Newburgh this June. Benefits would include the Ulster For Film video being played throughout the film festival in front of feature films as well as the opportunity for Suzanne to be on a panel.

-Other potential sponsorships include Food Loves Tech taking place in Brooklyn in November and Woodstock Film Festival.

## **Task 3 - Event Production**

*Attendance of 3 NYC Tech Meet Ups, Coordination of 2 happy hour events, Coordination of 1 bus tour*

-Content is currently being produced to begin marketing for all happy hour events leading up the bus tour in October. The first event will be a mini tech meet up promoted on [meetup.com](https://www.meetup.com) taking place in Midtown Manhattan on May 30. The second event will be a happy hour event at Brooklyn Cider House (owner of Twin Star Orchards in New Paltz) on June 18 and the third event, also a happy hour, will take place at Lite Brite Neon's Brooklyn location on September 10.

-The 2 happy hour events will have registration via [eventbrite.com](https://www.eventbrite.com) and will be promoted through task 4's paid advertising placements as well as through the NYC tech meet up network and on social media.

-Additionally, we will invite the local Ulster County community to invite their NYC peers to attend.

-Registration links will be live in the coming weeks and will be circulated to the board when complete.

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-Part of this task includes sponsorship of a NYC Tech meet up. We are looking into sponsorship the May 7 meet up which will be focused on food and agriculture technology. This sponsorship would contribute to promoting our events in NYC this year as well as growing our email list.

## **Task 4 - Paid Advertising Placements**

*Paid print and digital placements to promote the benefits of doing business in Ulster County and promotion of task 3 event production*

-Placements on [Brownstoner.com](http://Brownstoner.com) are currently being created for our review. These placements include a custom written, search engine optimized article, that is promoted via their social media channels, and sent to their email list. The article should be live by May 21 and will be circulated to the board. The article will be about businesses that have successfully moved their business to Ulster County, and include links for registration to our events so those interested in learning more about Ulster County can attend.

-We are finalizing our agreement with Escape Brooklyn, who will also create content highlighting businesses that have locations in both NYC and Ulster County while promoting our events. We are hopeful that we will not only obtain paid placement but earned media from them as well.

## **Task 5 - Reprints**

*Printing, shipping, delivery, and storage of 5,000 Ulster for Business Rack Cards*

-This is complete.

## **Task 6 - Chronogram advertisements**

*Complimentary advertising for 11 months.*

-The May Chronogram ad is attached.