

Rich Novak

From: Heather Fraelich [hfraelich@visitloraincounty.com]
Sent: Tuesday, February 24, 2015 3:59 PM
To: rnovak@lorainportauthority.com
Subject: RE: OWO Conference 2015

We had groups of writers in for an outdoor writers fishing tournament for several years in the 90's. That brought in approx. 25 writers. But it was not a full county scale event it was more of Lake Erie offerings with focus on fishing.

I presented at the last OWO Conference as a meal sponsor and they loved what we had to offer. They were at Put-in-Bay a couple years ago and typically go to a different area of the state each year. They were willing to come back to the Lake Erie region so soon because of the amount of quality outdoor recreation we have in our county.

So to my knowledge we have not had a group of media, of this collective size, at one time since the late 90's. But Barb may know of something that I do not. I have been here since 2011.

Here is an example...I had some writers on a charter last year and it turned out several articles, and continues to do so. One of the articles was one and half pages with photos. To place a full page ad in this publication it would cost \$2,329. So I could value that article around \$3,493.

I thought providing an example to share may be helpful.

~Heather

From: Rich Novak [mailto:rnovak@lorainportauthority.com]
Sent: Tuesday, February 24, 2015 3:11 PM
To: 'Heather Fraelich'
Subject: RE: OWO Conference 2015

Thanks Heather.

When was the last time we had a contingent of this size in the county?

Richard M. Novak
Lorain Port Authority
319 Black River Lane
Lorain, OH 44052

440-204-2265
Fax 440-244-1872

From: Heather Fraelich [mailto:hfraelich@visitloraincounty.com]
Sent: Tuesday, February 24, 2015 12:23 PM
To: rnovak@lorainportauthority.com
Subject: OWO Conference 2015

Hi Rick,

The opportunity to showcase Lorain County in May 2015 to the Outdoor Writers of Ohio Conference holds great value. Providing this captive audience of 30+ writers highlights of our communities will lend to thousands of dollars' worth of marketing within articles written by this group in various, regional and some national publications for relatively small in-kind sponsorships of this conference.

We ask that the City of Lorain is highlighted via an in-kind sponsorship of use of the transportation building at Black River Landing on May 9th for a dinner at 6pm (provided by Visit Lorain County), in turn the Lorain Port Authority will have a designated time to address the OWO writers before, during or after their meal. Also provide the writers with a sunset/nature cruise on the Black River where more commentary would be welcome by the writers as they will have their cameras ready to capture that cover shot and weather permitting a tour of the lighthouse provided by volunteers from the Lorain Lighthouse Foundation. As an in-kind sponsor The Lorain Lighthouse Foundation will have the opportunity to address the writers during the touring of the lighthouse and if they would like a more formal presentation following the boat tours.

This is our time to shine in front of a large group of freelance writers. We will provide them countless story ideas to pull from throughout the year as well as make them aware of all that we offer so they will return to our area to further a story or to create a new one.

Thank you for your consideration in supporting the OWO Conference this year.

Best regards,

Heather Fraelich
Visit Lorain County
440.984.5282

Rich Novak

From: Heather Fraelich [hraelich@visitloraincounty.com]
Sent: Tuesday, February 24, 2015 12:23 PM
To: rnovak@lorainportauthority.com
Subject: OWO Conference 2015

Hi Rick,

The opportunity to showcase Lorain County in May 2015 to the Outdoor Writers of Ohio Conference holds great value. Providing this captive audience of 30+ writers highlights of our communities will lend to thousands of dollars' worth of marketing within articles written by this group in various, regional and some national publications for relatively small in-kind sponsorships of this conference.

We ask that the City of Lorain is highlighted via an in-kind sponsorship of use of the transportation building at Black River Landing on May 9th for a dinner at 6pm (provided by Visit Lorain County), in turn the Lorain Port Authority will have a designated time to address the OWO writers before, during or after their meal. Also provide the writers with a sunset/nature cruise on the Black River where more commentary would be welcome by the writers as they will have their cameras ready to capture that cover shot and weather permitting a tour of the lighthouse provided by volunteers from the Lorain Lighthouse Foundation. As an in-kind sponsor The Lorain Lighthouse Foundation will have the opportunity to address the writers during the touring of the lighthouse and if they would like a more formal presentation following the boat tours.

This is our time to shine in front of a large group of freelance writers. We will provide them countless story ideas to pull from throughout the year as well as make them aware of all that we offer so they will return to our area to further a story or to create a new one.

Thank you for your consideration in supporting the OWO Conference this year.

Best regards,

Heather Fraelich
Visit Lorain County
440.984.5282