



Montpelier Alive

• ENRICHING A VIBRANT DOWNTOWN •

2010 FESTIVAL MARKETING & MEDIA COVERAGE

Promotions and Partners

- Downtown Fun programming partnership with local merchants on July 3rd
- American Masterpiece grant partnership with Vermont Arts Council for 3rd of July
- Free 3rd of July Shuttle Service partnership with Green Mountain Transit Authority
- First Night promotion table at December ARTWALK
- Multi-media campaign for First Night program partnership with Re-Bop Records
- Festival banners courtesy of Montpelier Fire Department

Print materials

- 10,000 Independence Day flyers in The WORLD
- 10,000 First Night flyers in The WORLD
- 3,000 First Night festival guidebooks
- Festival posters and brochures

Newspaper ads and editorial

- Multi-media Press Releases on November 29, December 13, December 21 and December 29
- First Night article in the Chicago Tribune, Hartford Courant, Baltimore Sun, Hampton Roads (VA) Daily Press, Orlando Sentinel, Fort Lauderdale Sun-Sentinel
- The World: Independence Day and First Night ads on the cover; 4-color schedules inside
- Times-Argus
- The Bridge
- Northfield News
- Seven Days: color calendar story with photos
- Waterbury Record
- The Herald of Randolph

Radio PSAs and interviews

- The Point
- 107.1 Frank-FM and Froggy 100.9
- WDEV AM&FM and WCVT-FM
- Vermont Public Radio
- WGDR-FM

Television

- ORCA: complete 3rd of July Parade coverage
- News Channel 5 WPTZ-TV: First Night news story and interview with Festival Coordinator Jimmy Swift
- Fox 44 TV: feature news story on First Night Disco Party with DJ Don P

Internet

- Montpelier Alive Facebook page
- Montpelier Alive website
- Mark Sustic's Traditions Calendar listing
- Blogs and videos: Vermont Digger / Transition Town Montpelier
- e-newsletters by Vermont College of Fine Arts; Union Institute & University; Hunger Mountain Coop; The Skinny Pancake; Kellogg-Hubbard Library; Lost Nation Theater; Central Vermont Runners





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2011 FESTIVALS

As a sponsor and member, you support these festivals and our many other programs and services.

Independence Day Celebration – Sunday, July 3, 2011

2010 Underwriter: VSECU

With major support from the City of Montpelier and sponsoring businesses

Central Vermont's community tradition, now in it's 12th year

- 20,000 celebrants from Central Vermont and surrounding area
- Parade through downtown including: VFW, the Vermont Mountaineers, bands and community groups, floats, and clowns
- Fireworks show by Northstar, viewable from Statehouse lawn. Improved for 2011
- 40+ food and craft vendors along State Street's all-day block party
- Downtown Fun returns: street performers, circus arts, music, games
- Kellogg-Hubbard Library Lawn Party, Family Fun day at Montpelier Pool, Montpelier Mile Road Race, free admission to Vermont History Museum, Lost Nation Theater matinee, and more



In its twelve year history, it only gets better each year! ~ Beverlee Hill

First Night Montpelier – Saturday, December 31, 2011

2010 Underwriter: National Life Group

With major support from the City of Montpelier and sponsoring businesses

One Button equals 90+ hours of family activities and entertainment

- 5, 000+ celebrants from Central Vermont, Chittenden County and the Mad River Valley
- Top-Notch past performers included: Elizabeth von Trapp, Marko the Magician, Anais Mitchell, Myra Flynn, Rob Mermin, Miriam Bernardo, and Willem Lange
- Free outdoors activities: X-Country skiing, ice skating and indoor swimming
- Family events included: marionettes, craft workshops, magic, theater, and storytelling
- Parade of Lights, fire spinning, Disco Party, and Lantern Launch
- First Night Montpelier is an 18-year tradition



Kudos on the paper lantern launch last night. Totally magical and much better than fireworks for New Year's Eve. Looking up at the sky it was like Montpelier had its own constellation. Thanks . ~ Andrea Stander