

# CFA Cat Show Activities

<ul style="list-style-type: none"><li>• Ticket Sales<ul style="list-style-type: none"><li>○ Eventbrite</li><li>○ I-X Center Ticketing</li><li>○ Affiliate ticket sales programs with shelter and celebrity cats</li><li>○ Selling tickets at Discount Drug Mart</li><li>○ Groupon, Goldstar, Eventful</li></ul></li><li>• Promotion Ticket Deals<ul style="list-style-type: none"><li>○ iHeart radio stations</li><li>○ NBC website</li><li>○ Group sales to local Cleveland businesses</li></ul></li><li>• Social Media Advertising<ul style="list-style-type: none"><li>○ CFA Facebook Event advertising and promotion</li><li>○ CFA Instagram</li><li>○ CFA Twitter</li><li>○ CFA Reddit</li></ul></li><li>• Digital Advertising<ul style="list-style-type: none"><li>○ Cleveland.com</li><li>○ iHeart Media</li><li>○ Geo-fencing</li><li>○ Retargeting</li><li>○ Audience interest</li></ul></li><li>• Print Media<ul style="list-style-type: none"><li>○ Plain Viewer newspaper</li><li>○ Trade with smaller Cleveland printer publications</li><li>○ Distributing event postcards, table tents and coupons to 512 location in the Cleveland DMA</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Partnerships<ul style="list-style-type: none"><li>○ Royal Canin</li><li>○ 10 Northeast Ohio Shelters</li><li>○ Pet People, Litter Genie, Neon Litter</li><li>○ Cleveland blog influencers</li><li>○ Cleveland Scene</li></ul></li><li>• Email campaigns<ul style="list-style-type: none"><li>■ CFA list</li><li>■ I-X Center List</li><li>■ Event ticketing lists</li></ul></li><li>• PR<ul style="list-style-type: none"><li>○ Royal Canin Press release and social marketing</li><li>○ PR Web Newswire Press Release</li></ul></li><li>• Television Commercials<ul style="list-style-type: none"><li>○ General Show 15 second</li><li>○ Savitsky Focus 15 second</li></ul></li><li>• iHeart Radio<ul style="list-style-type: none"><li>○ Commercials</li><li>○ Live interviews</li></ul></li><li>• Live television:<ul style="list-style-type: none"><li>○ NBC Morning Show</li><li>○ NBC Donovan Show</li><li>○ New Day Cleveland</li><li>○ "Kicking it with Kenny" on Fox 8</li><li>○ Live at the show on Saturday Morning</li></ul></li><li>• Live streaming<ul style="list-style-type: none"><li>○ CFA Facebook &amp; Instagram</li><li>○ Cleveland.com</li></ul></li></ul>
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