

## **Bookstock Marketing Plan**

Bookstock will communicate the EDC's funding for the festival in two main places:

- We will thank and highlight the EDC's funding in our printed program, which will have a press run of 1,500 copies and will be distributed to attendees at multiple locations
- We will also thank the EDC and indicate they are a sponsor on our website. To draw attention to this we will take out an advertisement in the Vermont Standard asking people to refer to the website (and providing a link to the page highlighting the EDC and other supporters).