



Cathedral City

Legislation Text

File #: 2016-365, Version: 1

City Council

MEETING DATE: 9/14/2016

TITLE:
The Desert Treasure Hunt

FROM:
Chris Parman, Communications / Events Manager

RECOMMENDATION:
Staff recommends the City Council approve the expenditure for the Desert Treasure Hunt.

BACKGROUND:

In an effort to pre-promote Cathedral City's 35th Anniversary Celebration and Hot Air Balloon Festival, the City has partnered with KMIR (NBC)/ KPSE, Sunny 103.1 FM, Volkswagen of Palm Springs and many local and regional businesses to offer a prize promotion with a grand prize of a 2016 Volkswagen Jetta.

DISCUSSION:

The Desert Treasure Hunt is an eight-week prize promotion leading up to the 35th Anniversary Celebration that offers three prizes: Grand Prize: 2016 Volkswagen Jetta 4DR 1.4T Sedan. MSRP Value: \$18,770.00. Second Prize: 2 adult and 2 children Schwinn mountain bikes. Retail Value \$800.00. Third Prize: Gift certificates to area businesses. Retail Value: \$300. Participants can enter the sweepstakes by either downloading the official game sheet online at www.DesertTreasureHunt.com or picking one up at a participating location. The three prizes will be awarded on the Main Stage after the 35th Anniversary Parade on Saturday, November 19, 2016 at noon.

For eight-weeks, KMIR/KPSE and Sunny 103.1 FM will promote on their airwaves and social media to have participants go to business locations in the Valley to get the daily official sticker in order to complete the game sheet and qualify to win the car. Businesses can also offer a "Desert Treasure Hunt" special of the day to participants in order to capitalize on the promotion. The promotion is extremely limited to only 35 total business locations.

KMIR/KPSE has put together a multi-media package valued at \$15,000 that offers two 30 second spots for event promotion with a minimum of 100 spots, feature the event twice on the morning show,

feature the event on Desert Living, promote it on KMIR/KPSE's Facebook, Twitter, and Instagram social media pages, daily Treasure Hunt 360 video hints on Facebook, and provide air talent for showcased events.

Sunny 103.1 FM is offering 140 :30 second spots, 75 :30 second commercials on Sunny 103.1 FM streaming player; 50,000 search retargeting impressions; 50,000 Facebook targeting impressions. Total value for its support is \$15,000.

FISCAL IMPACT:

The grand prize of the 2016 VW Jetta is \$18,770.00. Volkswagen of Palm Springs is sponsoring the promotion by paying for the promotional car wrap valued at \$1,500 and \$5,770.00 towards the automobile, leaving a remaining fiscal impact to the City to secure the grand prize at \$13,000. However, the location sponsors for the 35 days will offset this cost to the City. Each of the location sponsors must pay \$445 to the City to be part of the promotion reducing the net cost of the grand prize. Our sponsorship specialist, Eric Davis, continues to sell the promotion as we near the start. In essence, the City receives nearly \$30,000 in media exposure over eight weeks for a fraction of, and possibly, at no-cost to the City. Although it is expected there will be sufficient revenues by way of sponsorships, Council must still authorize a budget amendment for an additional appropriation of \$13,000 to expend these funds as they were not in the original adopted budget.

ATTACHMENTS:

Desert Treasure Hunt Official Rules
Desert Treasure Hunt Game Sheet