

Planned Promotional Strategy for 2018

Lomira QuadGraphics Community Library Vendor Fair

New this year in the Municipal Complex parking lot to draw attention to the venue:

- Children's activities (crafts, story time, etc.) hosted by library staff
- Brat fry hosted by QuadGraphics volunteers

Other promotions:

- Press releases:
 - Dodge County *Pionier*
 - Action *Advertiser*
 - Fond du Lac *Reporter*
 - Campbellsport *News*
- Post in *Pionier* "Gathering Place"
- Post in *Advertiser* "Best Bets"
- Library and Nosey Neighbors Facebook posts
- Library newsletter and website
- Outdoor sign at Municipal Complex
- Starting August 1:
 - Library bookmark give-away with event details to each patron checking out materials or visiting the library
 - Municipal Complex lobby posters highlighting vendor products/services
- PA announcements/posters
 - Summer Reading Wrap Party (Aug 1)
 - Sterr Park Band Concert (Aug 23)
 - Lomira Chamber Days (Sep 1-2)
- Posters at area businesses

Please Note: The Friends of the Library will make every effort to list specific vendors and/or their products/services for all paid registrations received on or before July 20, 2018.