



Communications Report

September 26, 2023

Lisa Rau
Communications Director



**THE OFFICIAL VACATION DESTINATION
OF THE KANSAS CITY CHIEFS**

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Bransonmo.gov | [Facebook](#) | [Twitter](#)



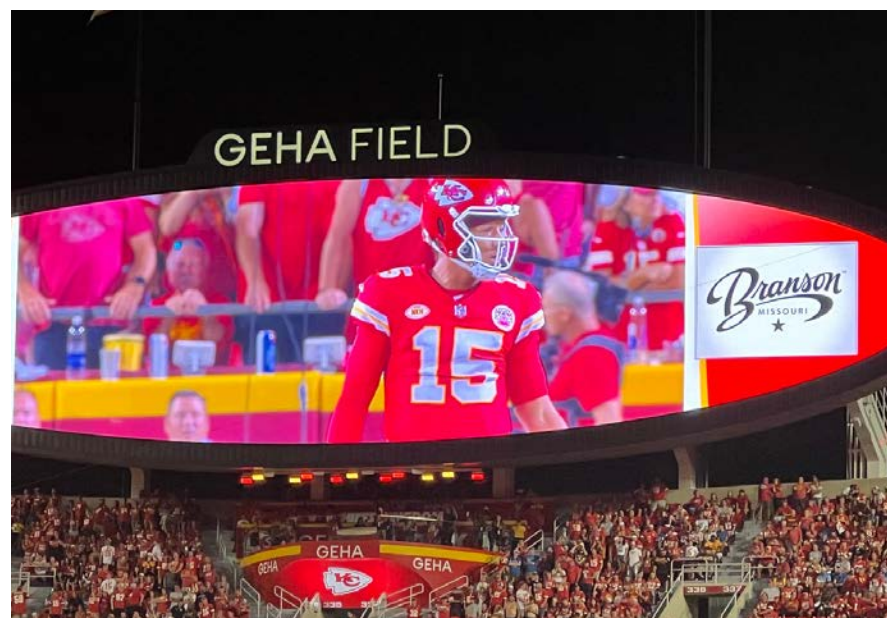
**THE OFFICIAL VACATION DESTINATION
OF THE KANSAS CITY CHIEFS**

Example of Email Signature



THE OFFICIAL VACATION DESTINATION
OF THE KANSAS CITY CHIEFS

a r r o w h e a d s t a d i u m
r e c e n t a c t i v a t i o n





THE OFFICIAL VACATION DESTINATION
OF THE KANSAS CITY CHIEFS

RED WEDNESDAY

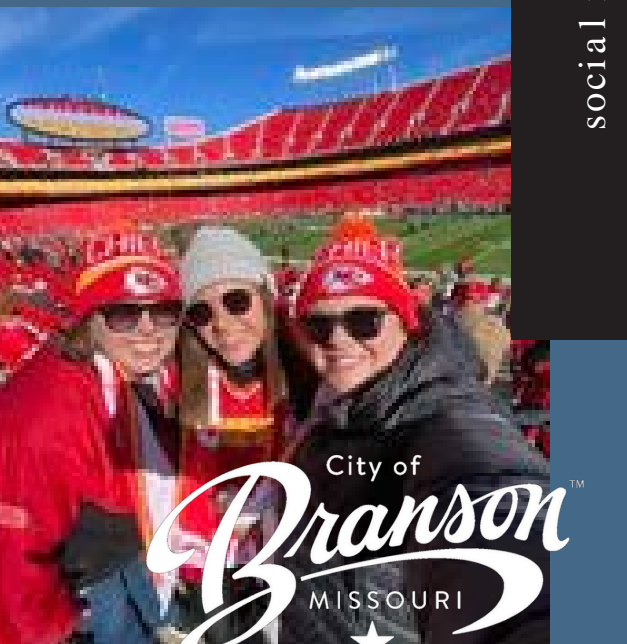
OBJECTIVE: GO LIVE ON FACEBOOK ALL DAY
IN DIFFERENT LOCATIONS THROUGHOUT THE
Branson / LAKES AREA TO RAISE THE CHIEFS
FLAG IN CELEBRATION -- INCREASE
MEASURABLE ENGAGEMENT, EXPOSURE AND
REACH ON THE CITY'S FACEBOOK PAGE
WHILE INVOLVING OUR COMMUNITY.

social media update



RED WEDNESDAY

PEOPLE WERE ASKED TO POST THEIR OWN CHIEF'S PICTURES UNDER OUR LIVE VIDEOS AND THE RESULTS WERE SPECTACULAR!



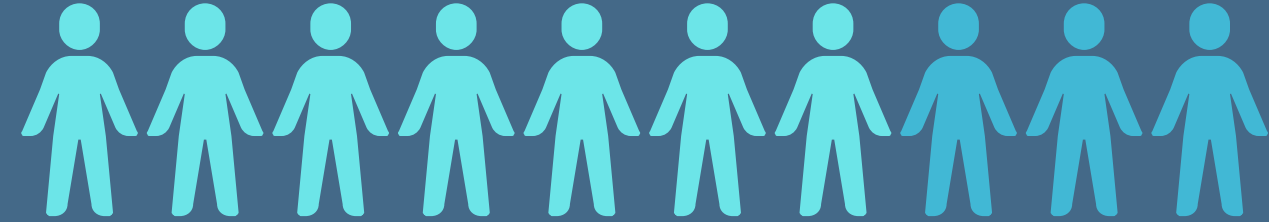
social media update

City of
Branson
MISSOURI

BransonMo.gov

IN J U S T T W O D A Y S , T H E F A C E B O O K L I V E S H A D :

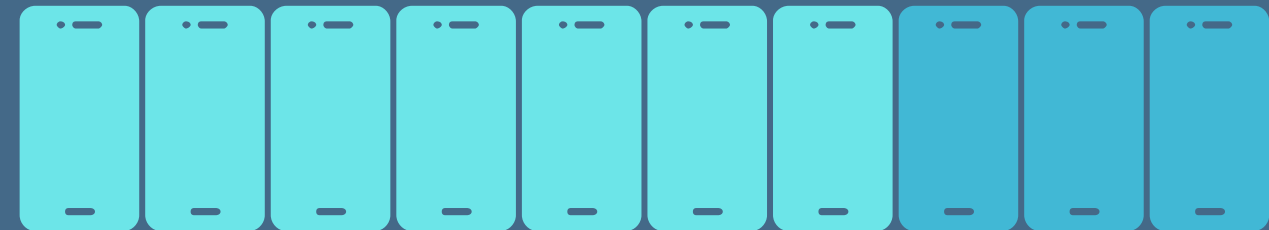
20,000+ Video Views



200+ Shares



500 Comments



300+ New Page Followers



300 Pictures Submitted!



RED WEDNESDAY HEADLINE:

RED WEDNESDAY
RESULTED IN MORE
FACEBOOK ACTIVITY
THAN IN THE CITY OF
BRANSON'S HISTORY!



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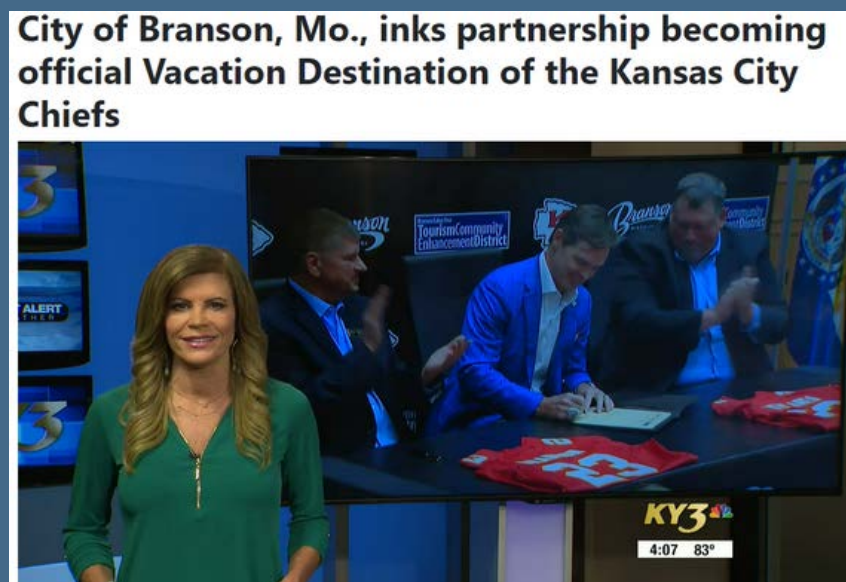
social media update

Samples of Media Coverage



THE OFFICIAL VACATION DESTINATION
OF THE KANSAS CITY CHIEFS

CHIEFS MEDIA EXPOSURE WAS SEEN
ALL ACROSS MISSOURI AND AMERICA'S
HEARTLAND. HERE'S A SAMPLING ..



social media update





THE OFFICIAL VACATION DESTINATION
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t i m e l i n e

Looking Forward...



THE OFFICIAL VACATION DESTINATION
OF THE KANSAS CITY CHIEFS

t i m e l i n e

October 11 – Launch of Official Vacation Destination Kansas City Chiefs Tailgating Celebrations in Branson

Partner with regional broadcast media group to engage the community in a fun series of Branson Lakes Area Celebrations. #RedWednesdays or #RedFridays celebrated in Branson prior to each HOME game.

Ozarks DynaCom Radio to provide:

- On-air & Digital Promotional Support
- **LIVE Radio Parties** - These are fun pre-game gatherings (day of or day before) with a live ticket giveaway (raffle tags for those in attendance) in (3) locations in 2023:
 - In works: 10/11 #RedWednesday 6pm-8pm, Branson Entertainment District
 - Target: 10/21 #RedSaturday, Family Fun Day (outdoor park)
 - Target: 11/20 #RedMonday, Table Rock Lake Bonfire (Indian Point)



THE OFFICIAL VACATION DESTINATION
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t i m e l i n e





THE OFFICIAL VACATION DESTINATION
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t i m e l i n e

BRANSON Official Vacation Destination Chiefs Tailgate Parties at Arrowhead

“Ford Tailgate District”

Deliver at Excellence Five (5) Events that Engage Families & Fans

- 10x10 Space, manned 3 hours before home games, branded booth and active greeters, collect names/contact information, contest giveaways for themed Branson vacation packages. (Examples include Branson Mural, S'mores themed booth, Ozark Mountain Christmas Celebration)
 - October 12th
 - October 22nd
 - November 20th
 - December 10
 - December 25th or 31st



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Examples of Tailgating Arrowhead Stadium *Ford Tailgate District*





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t i m e l i n e

November TBD

Kansas City Chiefs KINGDOM RALLY BRANSON!

Encourage Communitywide Participation by Producing a Fun-filled Event.

- Evening event at Branson Landing with Chiefs Kingdom Parade to Fountains.
- Three cheerleaders, Chiefs Wolf, Kingdom Cruiser, Lombardi Trophies, Chiefs Ambassadors, Super Bowl Champions Flag raising, Mitch Holthus as special guest.
- Note: Exact Date to be revealed at a later time but expected to coincide with Christmas festivities.



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t i m e l i n e

Promotional Television/Radio Media Projects

Drive Awareness and Visitation to the Branson Lakes Area by **partnering with multiple markets to present broadcast contests, in-studio visits, digital inclusion and media on-site coverage for Branson, The Official Vacation Destination of the Kansas City Chiefs.**

- Developing plans for TV/Radio promotions in select markets in Missouri, Kansas & Nebraska (our NFL/Chiefs designed 3-state area).
- Target markets include St. Louis, Kansas City, Springfield, Columbia, Joplin, Topeka, Wichita.



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National Anthem Performer(s) at Arrowhead

Targeting a Monday Night Game to Present the Best of Branson Entertainer(s).

Lighting Up the Chiefs Kingdom

Ozark Mountain Christmas Tree

Official first lighting of the Chiefs Christmas Tree on Facebook Live in conjunction with the Branson Christmas Coalition's 2023 Community Christmas Tree Event: Nov. 2, 2023

- 76 Entertainment District in front of the Branson Ferris Wheel with live entertainment, singalong & countdown to light-up.
- Liberty Plaza to follow with Armed Forces Reps since this is the weekend the Chiefs play in Germany (11/5) with *"NFL/NBC Goes to Europe."*

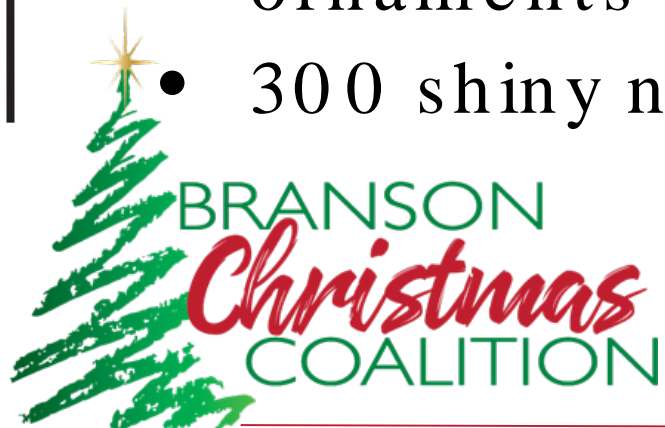


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Historic Downtown Branson Liberty Plaza

Nov. 1, 2023 thru Jan. 8, 2024

- Giant 30' Artificial Christmas Tree
- 18,000 twinkling lights
- One (1) custom-made, internally-illuminated, KC Arrowhead tree topper
- 100 custom-made, full color, aluminum KC arrowhead, circle emblem and helmet ornaments
- 300 shiny new red and gold ornament balls



With the help and cooperation of:
Downtown Branson Betterment Association
Historic Downtown Branson Community Improvement District
Branson/Lakes Area Chamber of Commerce & CVB





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