



POINT LOMA SUMMER CONCERTS 2009 Picnic Catering and Marketing Plan

In 2009, the Peninsula Lions Club* will be the only on-site food vendor offering soft drinks, water, coffee and pre-packed snacks such as chips, crackers, cookies and candy bars. Families typically pack and bring their picnics. *Proceeds from the Peninsula Lions Club snack table benefit a wide variety of projects that reach out to children, seniors, physically disadvantaged, the men and women of our Armed Services, and more!

We believe there is a significant marketing opportunity for restaurants, grocery stores and cafes that provide take out and pre-ordered picnic food to market their services to our audiences (1,500 – 2,000 each week). A similar opportunity exists for restaurants catering to folks having dinner after the concerts (concerts end at 8 pm).

For a marketing fee of not less than a \$100.00 donation, you receive the following benefits (first come first served to a maximum of 10 local businesses):

Benefits

- Name/Listing in 13,000 full color brochures distributed through local schools, libraries, civic groups, service organizations, and businesses throughout the Point
- Name/Listing on concert programs distributed weekly at each concert
- Name/Listing/Logo on our website, www.plconcerts.org, throughout 2009
- Poster with Concerts Logo to hang in your business reminding patrons to order their picnic or make their reservations for dinner
- Chance drawings for gift certificates may be considered, but must be approved by the Concerts Committee by June 30.

Point Loma Summer Concerts, a service project of Point Loma Association, is produced by volunteers in collaboration with Peninsula civic groups and residents. Concerts are funded by public and private grants, sponsorships, and individual donations of cash, goods and services. **For interest and information please contact Martha Phillips Point Loma Association Board Member and Summer Concerts Chair 619 523-3787 mjpsandiego@cox.net or www.plconcerts.org**