

Initial Draft proposal for marketing and promotion of Goderich's Bi-Centennial celebration

Soft launch: Goderich 2026 visitor's guide with extensive preview of our history and the upcoming events for 2027.

March 6, 2026 deadline.

Choosing dates for launch of media advertising and promotional spots, including all of the four local radio stations. Contact with Scott Miller, CTV London, for proposed television reporting prior to and during the events.

Require person or persons to launch our online presence and social media broadcasting including social media influencers.

Choosing dates for launch of print advertising e.g. Lifestyle Magazine, and Goderich Sun. Other print possibilities to be considered if budget allows.

Contact our MP, MPP, Premier, and Prime Minister to attend the events. Dates to be arrived at.

Promotions: Giveaway items such as key chains, lanyards etc. Sale items, mugs, drink cozies, tshirts, hoodies, blankets, all with bicentennial logos.

Partner with heritage committee to approach George Hoy and Peter Sturdy to discuss the possibility of utilizing their

knowledge and Goderich historical artifacts in a separate setting to be determined.

Partnership with Goderich Tourism is imperative and I would nominate Jenna to be second in command of the marketing/promotion committee.

Proposed budget allocation for the above: 8,500.00