

Overall Organization Budget: Small Community overall budget (\$100,000 and under)

Submission Category: Integrated Campaign

Organization: Kansas Sampler Foundation

Who worked on this Project (internal/external): This was a joint project between the Kansas Sampler Foundation and Big Kansas Road Trip host counties: Barber, Comanche, Kiowa. This project was handled internally, with content coming from both the Kansas Sampler Foundation and the host communities.

Integrated Components or Type: Social media, video, radio, signage, posters, rackcards, day programs, t-shirts for locals to wear

Project Description: The 1st ever Big Kansas Road Trip was held in Barber, Comanche and Kiowa Counties May 3-6, 2018. This event was all about exploring all there is to see, do, eat and experience in these 3 counties. This event is the next evolution following the end of the 20+ year running Kansas Sampler Festival. The Kansas Sampler Foundation decided it was time to get people out into the communities of Kansas to explore, and the Big Kansas Road Trip event was born.

Project Goals: The goals of this project were to show people all of the wonderful things to experience in rural Kansas, especially the unknown or unexpected. The goal of these promo materials were to educate people on what the event is (since it was a new event there were lots of questions), what to see and do, and what special events were happening.

Problem to Overcome: Because the Big Kansas Road Trip was a new event replacing the Kansas Sampler Festival, there were many questions about what it was and how it would work. This promotion helped to overcome that by educating visitors and serving as a roadmap for the weekend's events.

Background: This project was a joint project of the Kansas Sampler Foundation, local community members from Barber, Comanche and Kiowa Counties.

Community Resources: The communities involved in the Big Kansas Road Trip contributed to the content through a google form. They were able to enter special events, store hours, etc. then they were compiled by Stacy Barnes, Greensburg Tourism and WenDee LaPlant at the Kansas Sampler Foundation. This was a grassroots effort with a very limited budget. Each county contributed \$1,000 towards the event and a grant was received to match those funds. \$6,000 total was spend in marketing the event.

Results: From the beginning of the facebook page starting to the end of May, 1683 page likes were achieved. 7300 video views on the facebook video & Jan-May 256,835 total fb reach. Because of the nature of this event being spread out over 3 counties, it's impossible to count how many attendees there were. However, we received great feedback from local businesses, some saying it was their best weekend EVER. One of my favorite stats is that Don's Place in Protection sold 400 chicken fried steaks in 3 days

Web Link: Social media efforts can be viewed at www.facebook.com/bigkansasroadtrip and #bigkansasroadtrip on Facebook, Instagram, Twitter.

Video: <https://www.facebook.com/bigkansasroadtrip/videos/1974929242835762/>

www.bigkansasroadtrip.com