

Marketing Budget: Large Community marketing budget (over \$100,000)

Submission Category: Event

Organization: Visit Topeka

Who worked on this Project (internal/external): Externally

Integrated Components or Type: Festival

Project Description: Visit Topeka joined forces with local Topeka aviation company to promote Thunder Over the Heartland as Topeka's first airshow in over 30 years. Visit Topeka worked with Vaerus Aviation and local digital marketing agency, Cohort Digital, to launch the new air exposition and family fun event. Featuring aerobatics from around the U.S., Thunder Over the Heartland featured two days of family fun. Digital and social promotion were utilized to help build first year attendance.

Summary: Topeka's newest high-flying event, Thunder Over the Heartland, successfully attracted over 10,000 attendees and promotion of the event exceeded expected performance showing a potential of growth as the event continues.

Web Link: https://drive.google.com/drive/folders/1R6dfJuDQCcp-lx1etF4LWP7G0X1_4ZI?usp=sharing

Additional: N/A

Comments: N/A