

Marketing Budget: Small Community marketing budget (\$19,999 and under)

Submission Category: Event

Organization: Wild West Country

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

Integrated Components or Type: Hunting Season Event

Project Description: During hunting season, roughly 600 pheasants were banded on the leg and released in 8 different counties in Southwest Kansas. Each band has a number and if you turn the band in you receive a \$10 chamber gift card from the community it is from and a hunting hat. At the end of the hunting season each band that was turned in, in each community, is placed in a drawing for a prize over \$500.00. All pheasants are released on free walk-in hunting land.

Summary: This event helps all of Southwest Kansas bring hunters into the area.

Web Link: <https://www.visitgck.com/2020-rooster-roundup/>

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2021/08/RR-Logo-Flyer.pdf

Comments: If you would like more information on the individual communities and how we advertise it in each county feel free to contact me.