

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

**Submission Category:** Online Media

**Organization:** Caldwell Chamber of Commerce

**Who worked on this Project (internal/external):** externally

**Integrated Components or Type:** video

**Project Description:** Hollywood Special Ops created a promotional video for Caldwell's 150th Birthday Celebration with footage capture during the 2017 Chisholm Trail Sesquicentennial Cattle Drive in Caldwell. In a fantastic timing coincidence, Drew was meeting up with family at Caldwell at the 2017 festival, brought his camera and crew, shot the footage and happened to "get around" to editing in early 2021. He contacted the Chamber and the rest was history. Perfect to promote our next BIG event in Caldwell!

**Summary:** It's the Wild West, Hollywood-Style promoting Caldwell's 150th Birthday and Chisholm Trail Cattle Drive!

**Web Link:** <https://www.facebook.com/caldwellchisholmtrailfest/videos/163614332312641>

**Additional:** [https://tiak.org/wp-content/uploads/gravity\\_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2021/08/Caldwell\\_150th\\_45second\\_AD\\_FINAL.mp4](https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2021/08/Caldwell_150th_45second_AD_FINAL.mp4)

**Comments:** N/A