OHV Public Outreach Discussion

 OHV Program Promotion

 -History and structure

 -NCOHV Structure chart from Audit pg 2

 -Program Intent and “Why Register”

 -Message/Slogan

 -How it works

 -How the funds are spent

 -LE Awards

 -General

 -Limits and categories

 -Audit chart from pg 6 (further continued)

 -Funded Projects List

 -Contact info for suggestions

-Advertising Channels

 -Discuss and identify priorities

 -Solicit grants from marketing pros to meet identified priorities

 -Web

 -NVOHV Site

-Gatekeeper/Management of site?

 -Funding for maintenance?

 -Free Space (agency partners, etc.)

 -Paid Space

 -Social Media

 -Radio/TV

 -Print (brochures, tri-folds, etc.)

 -Free Space (agency partners, etc.)

 -Paid Space

 -Signage

 -Billboard

 -Banners

 -Event booth support tools (Pop-up

 -Dealers

 -Clubs/Groups

 -Other Opportunities

 -OHV Events

 -???