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

-???