**IX. Marketing & Media Coverage**

Please be prepared to describe the marketing plan for this project. Include information on print ads, radio, television, distribution of posters, brochures, flyers, etc. Samples may be brought to the presentation but are not required with the application. If funds are awarded by the HOT fund committee, organization must use pre-approved collateral provided on our website. (logos & approved text)

Below is the pre-approved collateral provided by the City of Del Rio to HOT fund recipients:

**Section 1:** Social Media Hashtags that must be used on social media postings regarding an event or use that was funded through HOT Funds.

All 5 hashtags must be included:

#destinationdelrio #discoverdelrio #distinctlydelrio #flydrt #cityofdelrio

**Section 2:** Text that should be included on flyers, graphics, and other forms of digital design.

“This project was funded through the City of Del Rio HOT funds.”

“Visit (name of event) by flying with American Airlines to Del Rio, Texas.”

**Section 3:** The City of Del Rio Public Relations office has several physical signs available for placement at your event in different sizes. Please contact Public Relations Manager, Victoria Vargas at 830-775-0325 or [vvargas@cityofdelrio.com](mailto:vvargas@cityofdelrio.com) to schedule a pick up date.

**Section 4:** Logos that should be added include: The City of Del Rio logo, FlyDRT logo and American Airlines logo. Several variants of the logo are included below, please feel free to choose a logo that best suites your design.

A close up of a sign

Description automatically generatedA close up of a logo

Description automatically generatedA close up of a logo

Description automatically generated

A close up of a sign

Description automatically generatedA picture containing clipart

Description automatically generated

A close up of a logo

Description automatically generated