



SULLIVANCREATIVE

News Release

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Sullivan Creative Provides Event Marketing and Management Services to Drive Attendance and Build New Audiences for its Clients

Concord, NH –Sullivan Creative, a results-driven brand and event marketing firm, has helped generate attendance to events on behalf of its clients. To do this, Sullivan Creative developed integrated event marketing plans that include geo-targeted print, broadcast, and online advertising, public relations, and social media, and provided creative services to implement these plans. Clients and events include: **Androscoggin Valley Chamber of Commerce** in northern New Hampshire, which runs three major events: the *Jericho ATV Festival* in August, *Wingzilla* in September, and *RiverFire* in October; three events for the **League of NH Craftsmen**, its *Annual Craftsmen's Fair* in August, *CraftAlive!* (a fundraising event) in October, and *NH Open Doors* (a statewide shopping and touring event) in November; the *Lancaster Fair* (one of the oldest country fairs in the nation) in August; the weekend-long **Lancaster Grand Prix** snowmobile race event in January; the annual New Hampshire Camping & RV Show in March for the New Hampshire Campground Owners' Association and for **Las Artistas**, a non-profit arts organization in El Paso, TX, a *Gala* at the El Paso Museum of Art Store in September and the *Las Artistas Art & Fine Craft Show* in November.

Sullivan Creative provides integrated marketing and creative services that make a difference for our clients. We build awareness, generate excitement, and get results for businesses, non-profits, and organizations that focus on the arts, travel and tourism, health and wellness, and economic development. Learn more at www.sullivancreative.com.

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