

GRAND OPENING EVENT (OUTLINE)

CAPITAL MARKET CENTER, TUSCALOOSA

JANUARY 29, 2009

CEREMONY VIP ATTENDEES

- Mayor of Tuscaloosa, Walter Maddox
- City Council Members
- Shelton State President Mark Meinrich
- Harrison Taylor (City Councilman)
- Chamber of Commerce members
- Hillcrest High School Band and band boosters
- Local media

SCHEDULE

- 12:30** Set up special parking signs
- 12:45** Tent and tables/chairs vendor arrives
- 1:15** Audio/Visual vendor arrives
- 2:15** Sound check and event walk-through
- 2:30** Rehearse photo-ops
- 2:30** Radio station arrives
High School Band Arrives
- 2:45** Police and fire departments arrive
Band begins playing
- 3:00** Ceremony begins, Welcome by Client
Introduction of Tuscaloosa Mayor Walter Maddox
- 3:05** Mayor speaks about shopping center's addition to city
- 3:09** Mayor welcomes Client back to the podium
- 3:10** Client speaks about supporting the Taylorville community
Presentation of check to Hillcrest High School band boosters
Announcement of \$500 Capital Market Center scholarship and
Capital Market Center shopping spree details
- 3:15** Client presents plaque to city councilmen and mayor for support
- 3:18** Adjourn and invite guests to enjoy the grand opening celebration
Media Q & A

ENTERTAINMENT AND COMMUNITY PARTICIPATION

- Live Remote with 94.1 WZBQ
- Hillcrest High School Jazz Band
- Fire Truck and Fireman
- DARE Police Car
- Plato the Publix Dinosaur
- Face Painting
- Free Hungry Howie's Pizza
- Giveaways for all attendees
- Prize Registration to Generate Contact List

GIVEAWAYS

- Dave Matthews Concert Tickets
- \$500 in Capital Market Center Gift Cards
- Publix Grand Opening Bags with Mugs, Refreshments
- Houndstooth Umbrellas, Houndstooth Thundersticks, Roll Tide Armbands
- WZBQ Station T-Shirts
- Coloring Books and Crayons

MEDIA COVERAGE

TELEVISION

- ABC 33/40
—News At Six, January 29, 2009
- Fox 6
—News At Nine, January 29, 2009
—News At Ten, January 29, 2009
—News At Noon, January 30, 2009

PRINT

- The Tuscaloosa News
—Feature Story, January 22, 2009
— Feature Story, January 30, 2009

RADIO (paid media)

- WZBQ
—Two-hour live remote broadcast with three live breaks per hour.
—Twenty Five :30-second commercials prior to event
—Twenty :15-second commercials prior to event.

