



OVERVIEW OF RALLY NEW YORK Public Relations and Marketing ACTIVITIES

In summary, the following is the extent of our Public Relations and Marketing activities partially subsidized by Sullivan County Visitors Association (www.scva.net):

1. We issue regular articles and press releases starting several months before the rally and with increasing frequency before the rally - see www.rallynewyork.net/linked/news.pdf, during the rally - see the Live Updates section of www.rallynewyork.net/irny2010.html, and after the rally. These pieces are widely reprinted by local newspapers and publications as well as national and international Internet and hard copy outlets, such as www.SpecialStage.com in the US, www.RallyBuzz.com of UK (United States Rally Championship has a permanent section on the bottom of front page) or Handbrakes & Hairpins magazine from South Africa (www.handbrakeshairpins.wordpress.com). Recent newspaper and magazine articles are at <http://thedailystar.com/local/x112920907/Road-race-rallies-Walton-economy> , <http://www.rallybuzz.com/rny-summer-rally-sprint-report/> and <http://handbrakeshairpins.wordpress.com/2010/04/19/donnellymcmamara-win-rally-new-york-usa> .
2. During the two weeks preceding the rally, Rally Radio Thunder 102 (www.Thunder102.com) broadcasts our commercials on FM 102, five other affiliated radio stations and other radio stations in the tri-county area. These commercials change as we approach the date of the rally. A sample commercial can be heard at www.rallynewyork.net/linked/rallynyusaapril2009_thunder102.mp3.
3. Rally Radio Thunder 102 broadcasts live from the Ceremonial Start and broadcasts live updates during the Rally.
4. Rally New York events are taped for a later TV broadcast and we distribute these shows over the Internet – they are available at www.rallynewyork.net/videos.htm - and on DVDs – available at www.rallynewyork.net/videos.htm.
5. A sample newspaper-style Spectator Guide from a previous event in an electronic form is available at www.rallynewyork.com/CatskillShopperSpectatorGuide2008.pdf.
6. We place advertisements in local newspapers.
7. We distribute in the tri-county area hundreds of full-color posters featuring the current Rally New York event. The latest poster can be viewed and downloaded from www.rallynewyork.net/irny2010.html.
8. For several months before an event, pages of SpecialStage.com (www.SpecialStage.com) are emblazoned with the Rally New York event logo.
9. We have a formal Ceremonial Start attended by local dignitaries and a formal Ceremonial Finish with a champagne-spraying ceremony – see www.RallyNewYork.com.
10. Our events are listed in the County Tourist Guides as part of "I Love New York" annual campaigns.
11. Naturally, we have all kinds of Rally New York banners to display in participating towns usually on the main street and in Service Parks.
12. We organize the traditional rally poster contest for all age categories and at local schools. See the program at www.rallynewyork.net/RallyNewYorkUSA2009PosterContest.pdf .
13. Rally New York is an active member of Sullivan County Visitors Association and a contributor to Hospice of Orange & Sullivan Counties.