

SANTA MONICA MOUNTAINS

The Wilderness of Los Angeles

SPONSOR PROPOSAL & SUMMARY

"Santa Monica Mountains: The Wilderness of Los Angeles" is the first traditional photographic essay on America's largest urban greenspace, the nearly 50-mile long Santa Monica Mountains that run through the middle of Los Angeles. With over 500 miles of trails and 75,000 public acres, L.A.'s central park is 90 times larger than the better known Central Park in New York City with its 843 acres.

Benefits of Sponsorship

- **Long term, high visibility** Coffee table books are shared with friends, given as gifts and passed down from one generation to the next
- **Prominent acknowledgement** Sponsors are acknowledged on a special opening page
- **Exclusivity** Very few people enjoy and admiration and acclaim that come with being a sponsor of a prestigious, one-of-a-kind book. Imagine giving this book to friends, business associates and VIPs and enjoying their reaction when they see your name.
- **Agency appreciation** The primary guardians of the Santa Monica Mountains: The National Park Service, California State Parks and the Santa Monica Mountains Conservancy strongly support this book and will use it as a tool in their mission of natural preservation and public education
- **Tax deductible** Sponsorship is fully tax deductible as the contribution for printing and marketing costs is given to a non-profit organization who issues the tax letter.
- **Attract Business** For cities and chambers, this book is a unique and memorable way to entice companies to relocate and increase tourism

2018 is the 40th anniversary year of the Santa Monica Mountains' protection under the National Park Service!

Marketing Advantages

- **Vast, prime sales audience** Most of the best neighborhoods in the Los Angeles area are in or surround the Santa Monica Mountains. These communities include: Malibu, Topanga Canyon, Pacific Palisades, Bel-Air, Beverly Hills, the Hollywood Hills, Los Feliz, Silver Lake, Hidden Valley, Westlake Village, Cornell, Calabasas, Hidden Hills, Woodland Hills, Encino, Sherman Oaks and Studio City. This prime target book audience is approximately 500,000 residents* with disposable income. Per the Sierra Club, 1 in 17 Americans live within an hour's drive of the Santa Monica Mountains that host *30 million visitors a year*. *U.S. Census, 2010 data
- **Major word of mouth exposure** This book will serve as the first and only public "thank you" to the many agencies and thousands of volunteers who take an active

role in protecting and preserving the Santa Monica Mountains. Substantial word of mouth marketing (the most effective advertising available) will be generated, reaching many thousands more.

- **No direct competition** There are numerous books on hiking and biking in the Santa Monica Mountains, but no traditional photographic essay with large photos.
- **Celebrity Essays** Famous residents who live, hike, bike and ride their horses in the Santa Monica Mountains can be asked to write short essays for the book on their favorite places. Their participation and social media blasts will help book sales.

Book Marketing Planned

- Direct mail campaign to high-income neighborhoods (see Prime Audience above). These approximately 500,000 high income residents are a prime target for this book that celebrates where these people live. Postcard headlines to include: "Celebrate the mountains where you live"; "Put the mountains outside your door on your coffee table"; "You live IN America's greatest urban greenspace" and more.
- Website: direct book sales through stand alone website: SMMbook.com
- Planned co-op marketing with the *Los Angeles Times* after the debut announcement of the book in their Sunday edition
- Speaking events and book signings
- Media blitz in newspapers, magazines, radio, television and Internet. Because of the "first of its kind" nature of the book, the superlatives surrounding the Santa Monica Mountains and the many famous communities in these mountains, press will be easier to attain. **Local** publications include: Los Angeles Times, Daily News, Los Angeles magazine, Malibu Times, Malibu Magazine, LA Weekly, 805 Magazine, the Acorn Newspapers **Regional** publications: Sunset, California Magazine, more. **National:** TIME, Sierra Club, more. The websites and newsletters of the 50+ conservation agencies and volunteer groups will also carry news of the book.
- Gallery shows at multiple venues in the Los Angeles area. The local NPS bookstore wanted to order 100 copies of this book immediately upon seeing it. They know it will sell well.
- The photographer is highly committed to a multi-year marketing effort so that sales exceed 25,000 copies which is substantially higher than most books of this kind.

- ❖ Full-size 12x12 digital draft of the book is available for review
- ❖ **Sample images at SMMbook.com**

Printing Costs

Bids using identical specs were obtained from three very established book printers – two in North America and one in Japan – a country long known for excellence in high-end book printing.

Specs summary: 12x12 hardcover format with dust cover, 144 pages, duotone printing (excellent for B&W),

Printer 1: Dual Graphics (Brea) Said to be the finest art book printer in the L.A. area.
2,500 copies = \$52,947 (2014 quote, higher now)

Printer 2: Friesens one of the largest art book printers in North America (Santa Rosa office)
3,000 copies = \$23,500 (updated 2017)

Printer 3: Breen Graphics (Chatsworth, using Japanese plant)
2,500 copies = \$22,700 (2014 quote, higher now)

Using Friesens' quote, pre-press image conversion to duotones, tax and shipping bring the total to **\$28,100**.

Marketing Costs (2017 costs, updating needed)

This book enjoys a unique marketing advantage in that we know exactly who the most likely buyers are and exactly how to reach them. The residents of the high communities in the mountains featured in the book with disposable income will be reached with a three-hit postcard campaign.

The very best marketing available is also free. Word of mouth recommendations will be heavily engaged (see above). Outside of that, there is no question that a multi-hit, direct-mail oversized postcard campaign is the most cost-effective way to reach these buyers. Unlike traditional mailings, postcards deliver a large immediate visual message with no envelope to open.

- 10,000 full color oversized postcards (6" x 9") = \$645.00
- Mailhouse services (addressing & postage) 10,000 postcards = \$320 - \$450
- Mailing list: 10,000 screened names in Malibu, Pacific Palisades, Bel-Air, Beverly Hills, Hollywood Hills = \$500 Additional mailing lists for other target buyer areas and waves of mailing will occur.
- No design or pre-press costs. Author is handling.

For more information:

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