

# 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 70,000 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** The primary sponsor is acknowledged on a special opening page, on the spine and back cover
- **Agency appreciation** The primary guardians of the Santa Monica Mountains: The National Park Service, California State Parks and the Santa Monica Mountains Conservancy support this book and will use it as a tool in their mission of natural preservation and public education

*2028 is the 50<sup>th</sup> 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, Bel-Air, Beverly Hills and the Hollywood Hills, 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](http://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. 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 a draft. 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](http://SMMbook.com)**

### For more information:

Brian Rooney 310-280-0200 [brian.rooney@R7Media.com](mailto:brian.rooney@R7Media.com)