



Brand Leadership Team – 2011 Recap

Presented by Kraig Knudsen, BLT Chairman

Sparks Advertising Campaign



Digital Outdoor Boards
Ran 3 ads promoting city events



City of
Sparks

It's Happening Here!

SparksItsHappeningHere.com


Digital Outdoor Board

City of
Sparks



Backlit Sign
Reno-Tahoe International Airport

City of Sparks
It's Happening Here!



Hot August Nights

sparksitshappeninghere.com

City of Sparks
It's Happening Here!



Star Spangled Sparks

sparksitshappeninghere.com

City of Sparks
It's Happening Here!



Arts in Bloom Festival

sparksitshappeninghere.com

Kiosk Panels – Victorian Square

It's Happening Here in Sparks This Summer!

June 9 – August 18
 (Thursdays - Except August 11)
**Whole Foods Hometowne
 Farmer's Market**
 Produced by the City of Sparks
 Victorian Square



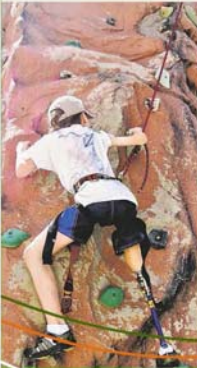
June 9 – August 26
 (Thursdays - Except August 11)
Victorian Square Summer
 Presented by Victorian Square
 Merchants
 Victorian Square



June 11
**Kids' Free
 Fishing Day**
 Sparks Marina



June 12
**Mark Wellman's
 Adventure Day**
 Sparks Marina



June 18 – 19
**A Day on the
 Village Green**
 Victorian Square



June 25
**Classic Rods for
 Mending Hearts**
 Victorian Square



Coming up.....
 June 30-July 3, Triple Crown Youth Baseball Western Nationals
 Sports Complex at Golden Eagle Regional Park
 July 4, Star Spangled Sparks at Sparks Marina, presented by Northern
 Nevada Chamber of Commerce
 July 4, Star Spangled Sparks at Victorian Square, presented by John
 Asocagali Nugget

Visit sparksitshappeninghere.com for details



RGJ Full Page Ads June – September



City of Sparks Way-Finding

Way-Finding Signs





CITY OF SPARKS WAYFINDING PROJECT - 2011

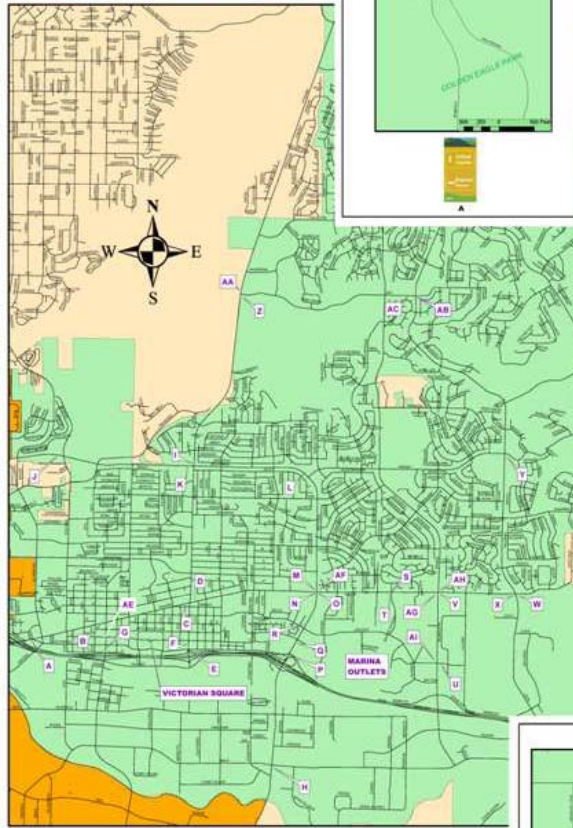
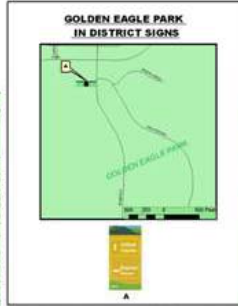
- Golden Eagle Park
- Victorian Square
- Marina - Outlet

NDOT SIGN

- Golden Eagle Park
- Victorian Square
- Marina - Outlets

SPARKS SIGN

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	99. Marina - Outlets		100. Golden Eagle Park



- Legend**
- Sparks City Limits
 - Reno City Limits
 - Washoe County
 - Street Centerlines

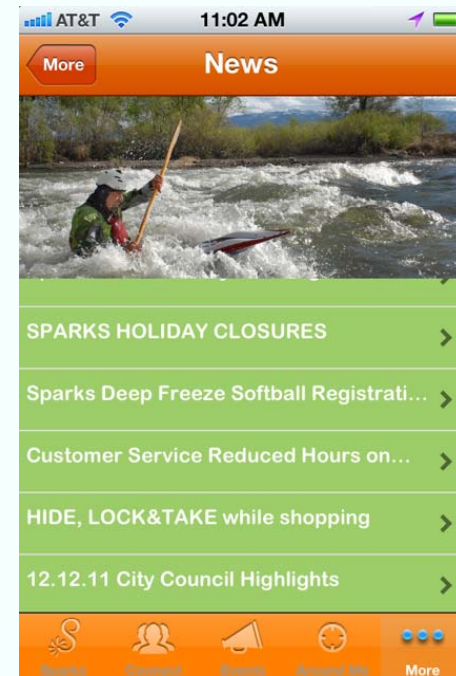
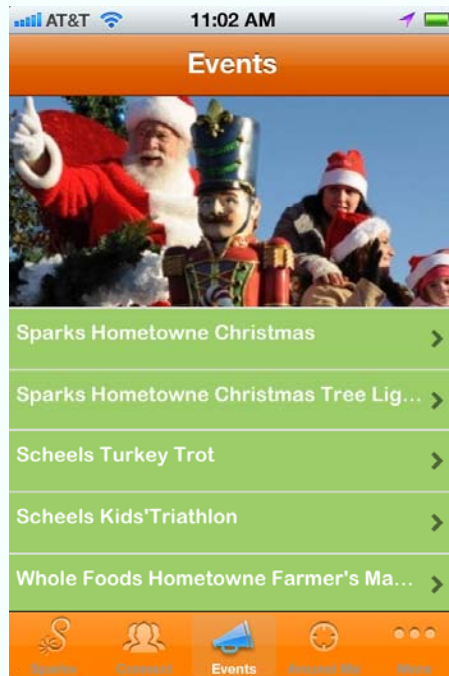


Sparks Familiarization Tour - Special Event Planners

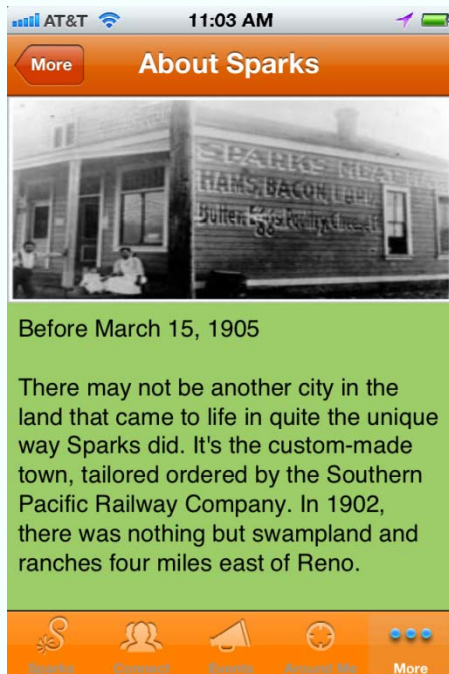


Sparks Mobile App

Sparks Mobile App



Sparks Mobile App



THANK YOU
FROM THE BLT!

City of
 Sparks

