

# Black Hills Sports Show & Outdoor Expo

– Case Study –

## Overview

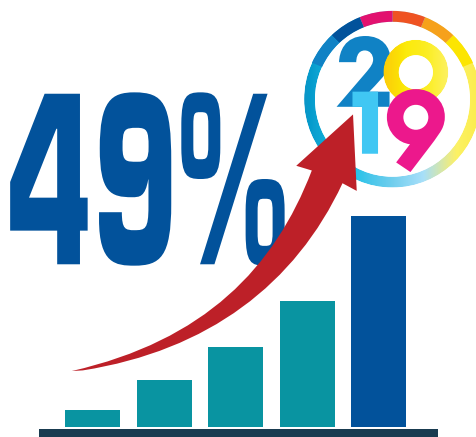
Midwest Marketing has partnered with the Black Hills Sports Show for several years.

The Black Hills Sports Show is Western South Dakota's premier outdoor expo. Held each February over three days, it encompasses almost the entire Civic Center with unique displays, demonstrations, activities, and retail outlets.



## Results

2019 was a record-breaking year with an increase in attendance of almost 49% over the year prior and, on top of that, the Friday of the show tends to be the least attended of the three show days and in 2019 we set a record for that day's attendance as well!



## Conclusion

By using a recommended budget provided by Midwest Marketing, concentrating on a 200-mile radius, creating day specific promotions, and changing up the media mix we were able to set this record.



The team at Midwest Marketing do tremendous work for the Black Hills Sports Show every year.



-Jim Scull, Black Hills Sports Show Executive Director



I have worked with Midwest Marketing for several years now on a large nonprofit fundraising event. I could not pull off the marketing end of this event without them! Megan not only pulls off amazing advertising at a price that is right for a nonprofit, but she also helps keep me on task and on timeline. She is flexible about when and where we meet as I can have a hectic schedule. The end products are always on time and require very little to no editing. I appreciate how efficient and effective they are and how easy they make the marketing end of my event for me!



-Ami Larson, Black Hills Sports Show Coordinator

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## LET'S WORK TOGETHER

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