

## **RFEI Marketing Plan Brainstorming Results**

### **Web and Social Media Group**

- NPS handles facebook, youtube, twitter
- Video interviews with members of Sandy Hook Child Care Center, Marine Academy of Science and Technology, National Oceanic and Atmospheric Administration, summer concert patrons, Sea Grant
- Link to RFEI and Tear Sheet
- Contact Button
- Update with what is happening at FOHA real time
- FAQs
- Pin RFEI to top of Website
- Link Agreements with other organizations
- QR code to website
- Contact: Local Builders, Other local parks, local tourism boards, economic development boards, SeaStreak, Monmouth County Government, Monmouth University, Brookdale Community College, Rutgers University, NYC parks, triathlon group, bike rental, local musicians.

### **Advertising and Events Group**

- Open house events
- Press conference
- Existing event opportunities: Jersey Strong, NJS COC, NJ BAI, NJ Tourism, County ED, Local US COC, Concerts, NJBA, NJRA, Edu, Hospitality/Hotel industry, PDFs sent to all,
- ID target local and int'l investors

### **Partnership Outreach, Mailing, and Networking Group**

- Attach and Date RFEI
- All group members fill out contact survey
- Critical Contacts: Friends Groups of NPNH and Sandy Hook Foundation, All Monmouth County Mayors, League of Municipalities, Van Allen Institute, State Politicians: Christie, Pallone, Several Open Due Diligence Meetings
- Contact survey for FOHA21 Committee Members
- Fed Biz Ops ([www.fbo.gov](http://www.fbo.gov))