

Tidelands Activation Program

Event Wrap-Up

This checklist will be used to ensure you have provided required marketing materials (electronic and/or hard copies) listed in your TAP agreement and to help us ensure continued support for the Tidelands Activation Program.

Note: *Not all areas will apply to your event. Please reference your agreement.*

Please make a copy of this form, then complete all relevant information and return to tap@portofsandiego.org following your event. Thank you.

Contact Name		Organization	
Email		Event Name	
Phone		Event Attendance	

Summary of Marketing & Advertising Inclusion

Owned Media			
Printed material distribution		Online and e-mail distribution	
Item	# Distributed	Item	Impressions
Flyers		E-blast Circulation	
Posters		Website Visitors	
Postcards			
Programs w/ Ad			

Social Media			
Facebook (tagging @portofsandiego)		Twitter (tagging @portofsandiego)	
# of Posts	# of Fans	# of Tweets	# of Followers
Instagram (tagging @portofsandiego)		Other Social Media (YouTube, LinkedIn, etc)	
# of Posts	# of Followers	# of Posts	# of Followers

Paid Media				
Advertising Medium		Summary of Impressions		Ad Value
Television Commercials: Total Spots/Reach				
Radio Commercials: Total Spots/Reach				
Newspaper or Magazine		Circulation	Ad Size	Ad Value
Publication				
Publication				
Publication				
Publication				
Publication				

I certify that the data reported is correct according to the terms of Document No.

Signature

Date

Attach promotional samples such as event photographs, press releases, social media posts, advertisements, calendar notices, or other promotional materials as listed in Attachment A of your agreement. Email to TAP@portofsandiego.org