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Crosshairs Internet and Gaming, Inc.



And



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NR92

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Concept

NAIT: The Northern Alberta Institute of Technology. “Technology” is our very name. Our students are among the most technology-savvy in the city. They are the same as the average Crosshairs customer.

So how can we get Crosshairs into NAIT? How can we spread the word that Crosshairs is one of the most innovative places in Edmonton for the gamer to just chill and have some fun?

By doing what Crosshairs and college students do best:

PARTY!

We propose that Crosshairs be the location to host the first **Sid Zork's Half-Life LAN party**. An all-afternoon extravaganza of gaming and prizes open to all NAIT students. We can have “expert” categories for those students who are ready to kick some serious ass at Half-Life, and “novice” categories for those who just want to see what these LAN parties are all about.

To get the word out about the **Sid Zork's Half-Life LAN party**, we will run an extensive ad campaign for the LAN party on the NAIT campus in the week leading up to the party. Of course, during the LAN party, NR92 will be on hand live helping to spread the word about Crosshairs. And we'll even help out after the LAN party, running spots for Crosshairs on NR92 for the weeks afterwards to help keep Crosshairs prominent in the NAIT student's mind. And, with the Sid Zork's Half-Life LAN party being part of NR92's sweeping Wednesday Night Live promotion, the NAIT student will become well-informed about Crosshairs.

The NAIT student will always need a place to unwind, relax, and blast a few virtual enemies. Together, we can make Crosshairs that place!



Benefits

- Increased traffic to Crosshairs
- Increased awareness of Crosshairs and its facilities among NAIT students
- Just a fun day for everyone!

Why NR92?

Being NAIT's student radio station, NR92 already has a hold over the student populace. Besides broadcasting in many of NAIT's common areas, the most popular place for students to listen is streaming online at NR92.com. Computer enthusiasts and gamers are already a large part of our audience. The campus is listening. All we have to do is make sure Crosshairs' name is spoken.

But what would make a NAIT student go to Crosshairs?

- With the core gamer demographic moving from childhood into the late-teen/early-20s, NAIT students are target gamers.
- They have lots of income at their disposal.
- They like to get out and take a break from their studying.

And don't forget, we are students studying broadcast marketing techniques. Our success or failure in class depends on how successful we can make this LAN party. We will work as hard as humanly possible to make sure this goes off without a hitch.

Timeline:

Date of LAN party: Saturday, March 27.

Advertising for LAN party: Monday March 22 – Friday March 26

Advertising for Crosshairs to keep NAIT aware: Monday March 29 – Monday April 12

Creative: A 30 second spot for the LAN party, and a 30 second spot for Crosshairs.

Commercial weight: The spot will be played 3 times a day for the 3 week period, meaning the word gets out 135 times!

Bonus Marketing: The LAN party will be part of NR92's sweeping "Wednesday Night Live" promotion, meaning name mentions at other "Wednesday Night Live" events and on other "Wednesday Night Live" materials. Plus, weekly ads in the Nugget, NAIT's student paper

Campaign value

Early estimates for an afternoon-long LAN party at Crosshairs were at \$250.
What will NR92 give Crosshairs for this \$250 investment?

15 days * 3 spots/day * \$4/spot =	\$180
\$145 / ¼ page ad in the Nugget * 2 weeks =	\$290
Manpower for event: \$10/hour/person * 3 people * 5 hours =	\$150
Logo link on "Wednesday Night Live" website =	\$ 10
Sponsorship of an NR92 program =	\$ 40
Live remote =	\$100
15 days * 2 news sponsorship/day * \$2.00/sponsorship =	\$ 60
Live contest at Crosshairs =	\$ 25
25 LAN party posters * \$2/poster/week * 1 week =	\$ 50
25 "Wednesday Night Live" posters * \$1.00 for placement on poster =	\$ 25
Total:	\$930

Our Commitment to Crosshairs

We pass or fail depending on how successful this event is. We want this to be a success. We want to drive as much traffic to Crosshairs as we can, to make both Crosshairs and our promotion a success.

Thank you for hearing our ideas. We look forward to the success of the **Sid Zork's Half-Life LAN Party!**

