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January 18, 2016

Greetings;

A Special (No Charge) Promotion Offer from the City of Las Vegas!
You're the Proof Las Vegas is Damn Authentic
Deadline: February 17, 2017

The City of Las Vegas invites all businesses to participate in the long term marketing strategy and development of the Las Vegas Brand “Old Trails, New Adventures” and in our immediate promotion campaign: “So Damn Authentic We Can Prove It.”

Name a Product or Service Your Business Offers with A Las Vegas Theme. We invite businesses of all types to develop or name a product or service based on a historical place, name or character, or promotional feature of Las Vegas. Offer it to your business patrons and retain it as an option for no less than twelve (12) months. We also encourage you to offer the promotion at a special rate for a limited time during our promotion period. You are helping us develop the trails (itineraries and attractions for the City).

For example, if you are a restaurant, you may name a dinner plate, or appetizer, or develop a full menu after a real person(s) or event(s) in Las Vegas, New Mexico.

What your Business will receive. Businesses that develop and/or name the product or service will receive the following *free* promotional benefits and will be featured in an ad campaign in the following ways:

- A FREE professionally designed advertisement to promote the product you create/name in a joint print promotion *with* other businesses doing the same to be published in the Las Vegas Optic late February or March.
- A similar joint advertisement in the Albuquerque Journal, Santa Fe New Mexican and Taos News.
- Your business and Las Vegas themed product (along with other business owners) will be featured on a professionally designed cardstock collateral promotion card that promotes Las Vegas, its history, the characters, people



and events that make it special. Multiple variations of the cards will be created to distribute in various locations which may include the Rail Runner, within your business (table/counter cards), Visitor Centers/Chambers across the state, during the Las Vegas legislature etc. The variations will make them collectable.

- Promotion of our citywide campaign in the Damn Authentic email news letter.
- Promotion of the proof campaign on the “damnauthentic.com, visitlasvegasnm.com website.

Terms:

Complete the enclosed “You’re the Proof Advertisement Participation Form.”

Offer a themed product, promotion or service for no less than twelve (12) months from date of first publication.

Your business must have a current City of Las Vegas business license and the product, service or special must be a legal product or service and cannot contain vulgarity or profanity.

The City of Las Vegas will purchase, create and place the ad and artwork. Please see examples and inspirational words under this cover.

For more information please contact the City of Las Vegas Community Development Department (505) 426-3271 or email eventsandfilms@gmail.com. We hope this will be a fun and successful promotion for your business.

Sincerely,



Annette Velarde
Community Development Director

Examples of Products:

▪Hotel: Name a room or two after a famous film or historical figure or a ghost. Be prepared to tell “the story of your theme” and should a patron call, they should be able to ask for the “themed name room.” Make the stay in the room special for a patron when he/she gets there; provide a beautiful copy of the story for the patron to take with them when they go home.

▪Jeweler: Allow a patron to purchase a jewelry piece based on a design inspired by a Las Vegas love story character for instance Paula Angel (albeit tragic), film or a location in or near Las Vegas, offer a special price for a limited time.

▪Artists – Promote your Las Vegas inspired artwork of all mediums and types.

▪Clothiers – Promote the Tom Mix look – An ensemble to be sold that symbolizes western wear or the glamour of film making.

▪Books – Put together a packaged set of books that tell the Las Vegas story. Offer special pricing for a set period.

▪Auto Stores or Suppliers – Offer a Special perhaps “Rotate your Wagon Wheels” or “Oil up the Iron Horse”

Use the names of movies or movie stars that have been in Las Vegas. You might also use a famous movie character from a Las Vegas film (be careful w Copyright or Trademark). Use the Historic Walking Tour Guide as a reference.

Some Inspirational Vocabulary – Just a few ideas to get your creativity rolling!

Santa Fe Trail	Big Chief	Voodoo Brown
Wheel Rut	Night Ride	Doc Holiday
Wild West	Frontier Justice	Teddy Roosevelt
Wild Life	Windmill	Andrew Carnegie
Montezuma	The Lion	Monticello
Hermits Peak	Ilfeld	Classic Revival
Acequia Madre	Cowboy	Victorian
Storrie Lake	Rough Rider	Regiment
Hot Bath	United World College	WPA
1835	Vicente Silva	Easy Rider
Fiestas	Jack Flynn	
Carnegie		
Lincoln		

Grit	Gallinas	Las Gorras Blancas
Authentic	Fred Harvey	Belle Sidons (Monte Verde)
Unvarnished	Harvey Girls	Mysterious Dave Mather
Calumet	Iron Horse	Nuestra Senora de Delores de Las Vegas
WE (Wyatt Earp)	Dodge City Gang	Handsome Harry the Dancehall Rustler
Big Nose Kate	J J Webb	Rest for the Weary Trail Traveler
La Llorona	Dirty Dave	Starvation Peak
Tom Mix	Rudebaugh	Fort Union
Swayze	Hoodoo Brown	
Maloof	Jessee James	
Eddie Guerrero	Billy the Kid	
Spanish Land Grant	Rattlesnake Sam	
Las Vegas Grandes	Cock-Eyed Frank	
Acequia Madre	Durango Kid	



YOU'RE THE PROOF ADVERTISEMENT PARTICIPATION FORM

Old Trails, New Adventures

RETURN COMPLETED FORMS TO:
City of Las Vegas, Community Development Department
1700 N. Grand Ave, Las Vegas, NM 87701
505 426-3271 * ygonzales@ci.las-vegas.nm.us

Name of Business: _____

Business Address: _____
Las Vegas, NM 87701

Business Phone Number: _____

Primary Contact: _____

Contact Phone: _____ Email Address: _____

Web Address: _____

Hours of Operation: _____

Describe your promotion offer & the Las Vegas theme it's named after: _____

SPECIAL PRICING (not required but encouraged)
What is the Price \$ _____ Date Start: _____ Date End: _____

I agree to offer a Las Vegas themed promotion in my place of business and understand that ad artwork and placement will be created and initiated by the City of Las Vegas. I will offer my themed product, promotion or service for no less than twelve (12) months from date of first publication. I understand I must have a current City of Las Vegas business license and the product, service or special must be a legal product or service. My themed name(s) must not include vulgarity or profanity.

Business

Print

Sign

Date