

# TCA 32nd Annual Car Show MARKETING PLAN

1. **Ad in National Car Museum** magazine (submitted early November).
2. **Posters** to be displayed in stores in Boerne (printed and delivered).
3. **Flyers** have been printed and will be distributed at other car shows (flyer includes Boerne hotels on back).
4. **Online Calendars:** Car show event has been posted on free online calendars including City of Boerne, City of San Antonio and Fiesta Events calendars, as well as car show websites and car or Texas travel magazines:

## Script for online calendar posts:

*"The 32nd Annual Open Car Show (a Fiesta event) will be held April 26th on Main St. in Boerne, TX. Vendors, Silent Auction, Awards, DeLorean Time Machine, Pet Blessings, and over 400 beautiful cars to see! The public attends free. To SHOW YOUR CAR, please REGISTER ONLINE at [www.texas-corvette-association.com](http://www.texas-corvette-association.com) for a small fee. All proceeds go to SJRC Texas to help disadvantaged children. The show is sponsored by the City of Boerne and Cavender Chevrolet."*

## **Online Calendar Posts**

Boerne Chamber of Commerce - [business.boerne.org/events](http://business.boerne.org/events)  
[posting.SAcurrent.com](http://posting.SAcurrent.com)

SATXtoday (City Spark)

[SanAntoniothingstodo.com](http://SanAntoniothingstodo.com)

[visitsanantonio.com](http://visitsanantonio.com)

[KSAT.com](http://KSAT.com)

[Austin.com/calendar](http://Austin.com/calendar)

[tourtexas.com/all-events](http://tourtexas.com/all-events)

[texashighways.com/events](http://texashighways.com/events)

[motortexas.com](http://motortexas.com)

AllEvents.in

[gohilo.com](http://gohilo.com)

[Eventbrite.com](http://Eventbrite.com)

[Carshowsnow.com/texas](http://Carshowsnow.com/texas)

[Carshowz.com](http://Carshowz.com)

[carcruisefinder.com](http://carcruisefinder.com)

[hillcountryportal.com](http://hillcountryportal.com)

[Hemmings.com](http://Hemmings.com)

[carsandcoffeeeevents.com](http://carsandcoffeeeevents.com)

<https://fiestasanantonio.org/official-fiesta-event-calendar/>

<https://www.facebook.com/FiestaSA>

[Fiestasanantonio.org](http://Fiestasanantonio.org)

[RideTexas.com](http://RideTexas.com)

Boerne Radio Community Events online calendar

5. **Press Release** to be sent out April 14th to: Express News SA, KSAT, SA Report, La Prensa Texas, Boerne Star, SA Current, KABB (Fox), and KENS5.

6. **Social Media:** 2025 flyer posted on FaceBook, Instagram, Nextdoor, car groups, etc., with QR code and links to our website. Pat emailed all members a flyer to post on their social media accounts including Nextdoor, FB, etc., and to send to family and friends.

7. **Save-the-Date POSTCARD** for the Ambassador to hand out to participants to thank them and give them the date for next year's show have been printed.

8. **Email** will be sent to all participants AFTER the show saying:

*"Thank you for participating in the Texas Corvette Association's 2024 Open Car Show in Boerne, Texas. Your participation helped make it a success and helped us raise a substantial donation for our charity, SJRC Texas, who provides healing, hope and homes for children and families affected by trauma, abuse or neglect. (LINK: <https://sjrctexas.org>) We thank our sponsors, the City of Boerne and Cavendar Chevrolet, for their support in making this event a success. We hope to see you next year!"* **Save the Date: April 18, 2026** (LINK: <https://www.texas-corvette-association.com>)

9. **TCA website** has been updated to include 2024 car show photos, link to the video of car show 2024, registration information and forms, etc.

10. **Fiesta events:** Possible participation in the Fiesta "Media Day" in downtown San Antonio and "Pin Pandemonium" at the Alamodome (Sara – Fiesta liaison).

11. **Boerne Radio** announcements (Glen Leonard, Boerne liaison).

12. **Videos** of last year's car show have been linked on online ads and shared to social media sites and TCA website.

[https://www.youtube.com/watch?v=Q6zOnB6Y\\_nY](https://www.youtube.com/watch?v=Q6zOnB6Y_nY)

Submitted 2/12/25 by Jillian Boldway, TCA Marketing Committee