





# Rationale

- Based on The Looking Glass' clientele, menu, and location; Valentine's Day is the perfect day to show the restaurant in the best light.

# Purpose

To increase interest in the Looking Glass.

# Target Audience

- Past Customers
- Persons over the age of 25
- Persons who would rather not drive to Nashville for a romantic dinner.

## Target Market

Clarksville-Montgomery County

# Budget

Item	Cost	Balance
Beginning Budget		\$20,000
Security	\$50	\$19,950
Tents	\$125	\$19,825
Slide	\$250	\$19,575
Sumo Wrestling	\$200	\$19,375
Musicians	\$200	\$19,175
Flowers	\$400	\$18,775
Candles	\$105	\$18,670
Continued...		

# Budget, cont...

Item	Cost	Balance
Tickets	\$5	\$18,665
Photography	\$700	\$17,965
Remote	\$1,620	\$16,345
Radio	\$7,530	\$8,815
Newspaper	\$2,000	\$6,815
Direct Mailers	\$1,087	\$5,728
Postage	\$2,300	\$3,428
Total Balance Remaining		\$3,428

# Timeline (Dec. 1-Feb. 3)

December 1, 2004

- CONTACT RADIO STATION FOR REMOTE
- GET MEDIA BUY RATES-AMANDA

February 2, 2005

- CONTACT FIRE, POLICE DEPARTMENTS AND TO INFORM OF EVENT-LIZ

February 3, 2005

- PLACE RADIO AD-ADAM
- PLACE NEWSPAPER AD-ADAM
- PRINT FLYERS-KRISTIN

February 1, 2005

- CONTACT SECURITY CO. GET RATES AND RESERVE EMPLOYEE-KRISTIN
- AUDITION FOR VIOLIN AND CELLO-ADAM AND AMANDA
- CALL THE PARTY STORE TO RESERVE INFLATEABLES AND TENT-KRISTINE
- FIRST DAY TO MAKE RESERVATIONS FOR VDAY

# Timeline (Feb.4-Feb.8)

February 6, 2005

-PURCHASE CANDLES AT WALMART-KRISTIN

February 4, 2005

-PREPARE PRESS KIT-KRISTINE

February 8, 2005

- HIRE CELLO AND VIOLIN- AMANDA AND ADAM

February 5, 2005

-CONTACT FLORIST-LIZ

February 7, 2005

-CONTACT LARRY STAFKO FOR PHOTOGRAPHY-KRISTINE

# Timeline (Feb.9-Feb.13)

February 9, 2005

-PURCHASE TICKETS FOR  
DRAWING AT WALMART-LIZ  
-ADS BEGIN RUNNING

February 12, 2005

- REMIND LOCAL  
OFFICIALS OF EVENT-LIZ

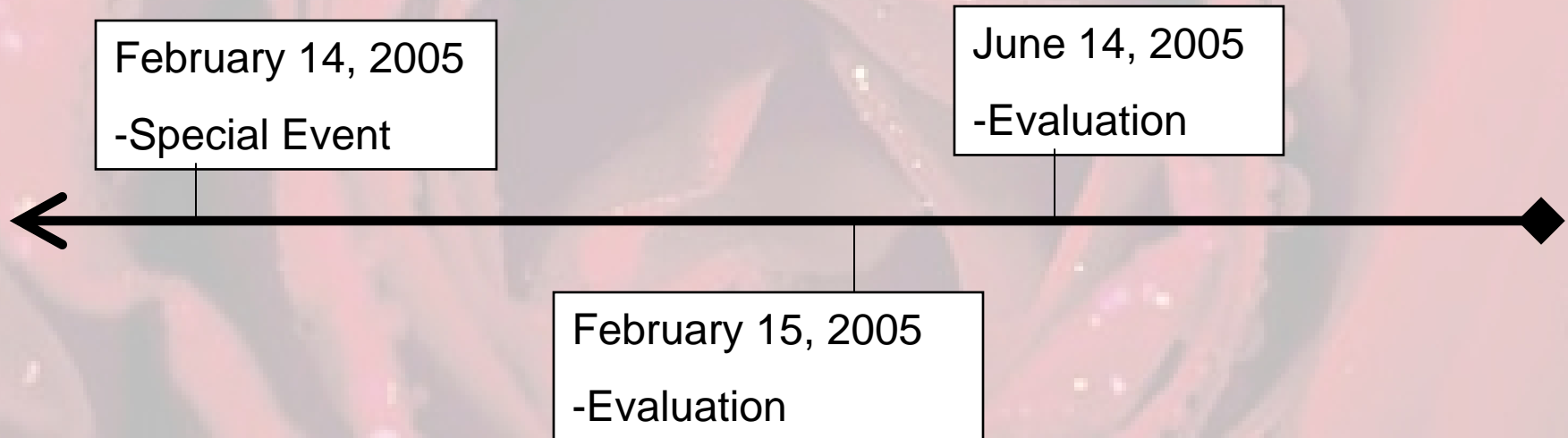
February 10, 2005

-LAST DAY TO MAKE  
RESERVATIONS FOR VDAY

February 13, 2005

-DELIVERY OF FLOWERS-  
LIZ THERE TO OVERSEE

# Timeline (Feb.14-June 14)



# Special Event

February 14, 2005

8:00AM -SETUP TENT  
-INFLATEABLES ARRIVE  
9:00AM -SETUP OF LINENS  
-SETUP OF CANDLES  
10:00AM-EMPLOYEES ARRIVE  
11:30AM-SECURITY ARRIVES  
12:00PM-OPEN HOUSE BEGINS  
1:00PM -REMOTE BEGINS  
-DRAWING 1  
2:00PM -DRAWING 2  
3:00PM -DRAWING 3  
-REMOTE ENDS  
4:00PM -OPEN HOUSE ENDS  
4:30PM -SECURITY LEAVES  
-SETUP TABLES

5:00PM -EMPLOYEES ARRIVE  
5:30PM -PHOTOGRAPHER ARRIVES  
-MUSICIANS ARRIVE  
6:00PM -VALENTINE'S DINNER  
9:00PM -DINNER ENDS  
9:30PM -MUSICIANS LEAVES



# Advertising



*You don't  
have to  
be a Saint*

*To treat  
her like  
an Angel*

*The  
Looking  
Glass*

# Advertising

THE LOOKING GLASS  
SAINTS AND ANGELS  
:30"

KILL: 12/20/2004 @ 5PM

A MOMENT AT THE LOOKING GLASS (MX: LIGHT CLASSICAL:30") "I'M SO GLAD YOU BROUGHT ME TO THE LOOKING GLASS, THIS SALMON IS DELICIOUS. (LADY #1) "YES, THE LOOKING GLASS FRESHLY PREPARES EACH MEAL." (LADY #2) "THE ATMOSPHERE IS SO RELAXING AND THE VIEW OF THE JAPANESE GARDEN SETS THE MOOD." (LADY #1) "GEORGE BROUGHT ME HERE FOR OUR ANNIVERSARY AND IT WAS SO ROMANTIC.: (LADY #2) "REALLY? JEFF AND I ARE COMING HERE TO THE LOOKING GLASS FOR A SPECIAL VALENTINES DINNER. (LADY #1) (FADE OUT) ANOTHER HEART WARMING EXPERIENCE AT THE LOOKING GLASS COME VISIT US AT 329 WARFIELD BOULEVARD NEXT TO EDDINGTONS FURNITURE ON FEBRUARY 14 FOR AN OPEN HOUSE BETWEEN TWELVE AND FOUR FREE FOOD AND DRINKS WILL BE PROVIDED. OR CALL US AT (931) 552-6344 TO MAKE YOUR RESERVATION FOR A SPECIAL VALENTINES DINNER WITH A GOURMET THREE-COURSE MEAL. ENJOY THIS BLACK TIE EVENT WITH STRING QUARTET FROM SIX TO NINE PM.

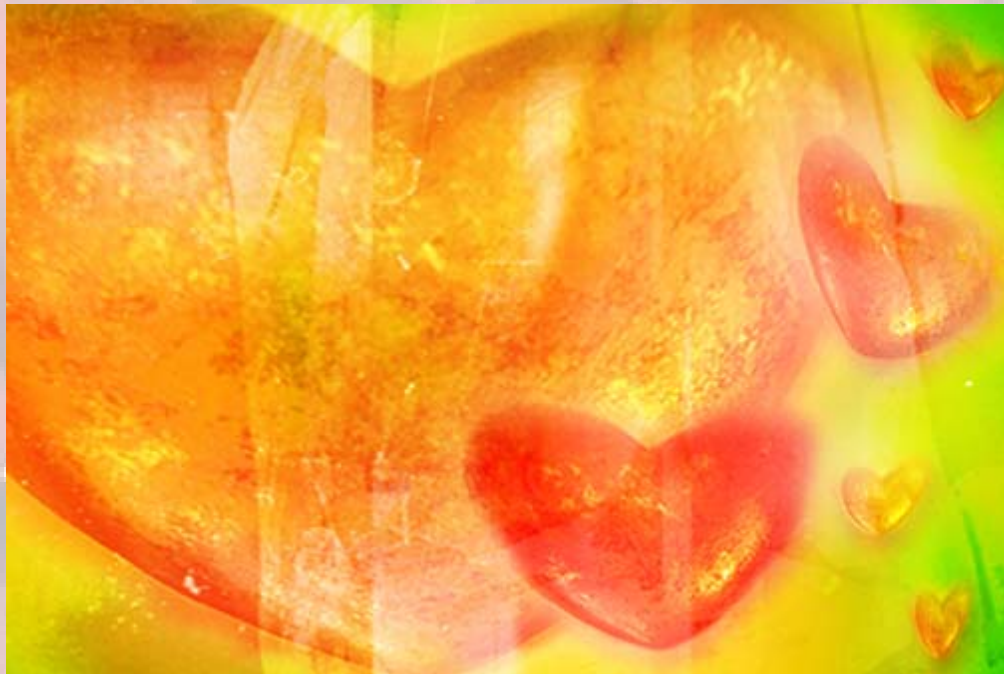
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# Radio Rates for 30" Spots M-F

Station	5-10am	10am-3pm	3-8pm	8pm-12am
Eagle 94.3	24	21	21	18
Q108 WCVQ 107.9	44	41	41	37
Z Pure Rock 97.5	35	32	32	25

# Public Radio Rates

Station	1-10	11-20	21-30
WPLN	63	58.50	54



# Radio Cost for 30 Spots

Station	Time	Cost
Eagle	AM,PM Drive	\$1,350
WCVQ	AM,PM Drive	\$2,550
Z 97.5	AM,PM Drive	\$2,010
WPLN	30 Spots	\$1,620
Total Cost		\$7,530

# Radio Remote

## Z 97.5

- 2hrs live remote
- 4 live broadcasts during the remote
- 20 promotional announcements the week of the remote
- Full music set up
- Station vehicle, prizes and give-aways
- 1pm-3pm
- Cost \$1620

# Advertising



*You don't  
have to  
be a Saint*

*To treat  
her like  
an Angel*

**St. Valentine's Day-2005**

**(931)552-6344**

**Call today and make your reservations  
for a magical night of music and romance at**

*The Looking Glass*

**Bring the Kids from 12-4 and let them enjoy the  
inflatables while you enjoy the lunch menu.**

**Valentines Dinners begin at 6PM and end at 9PM**

**Call for more information**

*Leaf Chronicle*

Friday's Go Section

\$10.66/column inch

3 Columns X 7.3153"

= \$233.94

# News Release

**Looking Glass**  
**329 Warfield Blvd.**  
Clarksville, TN 37043  
**News Release**

**Contact: Tom Noerr**  
**Phone: (931) 552-6344**  
**Fax: (931) 552-2536**  
**Email: [Tnoerr@kateprobiz.com](mailto:Tnoerr@kateprobiz.com)**  
**1 of 1pg**

**Date: 2/14/05**  
**Re: Valentine's Day**

## **Treat Her like an Angel this Valentine's Day**

The Looking Glass Restaurant is making Valentine's Day a black tie event in Clarksville. This February 14<sup>th</sup> you will be able to show that special someone how much you care by treating them to a black tie dinner at The Looking Glass on Warfield Boulevard. Valentine's Day is a time to let that special someone know how much you care. In the past years restaurant owner Linda Eddington noticed a lack of formal events in Clarksville. In an attempt to add a touch of class to this holiday devoted to love, the restaurant is hosting a black tie dinner complete with live string musicians. Valentine's dinner will be served from 6PM to 9PM on February 14<sup>th</sup> by reservation only. From 12PM to 4PM the same day there will be an open house where lunch will be served. There will also an area setup for children, which will include inflatables such as a huge slide and sumo wrestling. This event is the culmination of a campaign which tells us that "You don't have to be a Saint, to Treat Her like an Angel." Make reservations now by calling (931) 552-6344. The Looking Glass located on 329 Warfield Boulevard don't miss your chance to see romance through the eyes of The Looking Glass.

###

# Press Kit

## HISTORY OF THE LOOKING GLASS:

The Looking Glass, which is located at 329 Suite H Warfield Boulevard, sits in be-

Ernest Edington,  
the café is Linda Eding-

BIO LINDA EDDINGTON

The president of the Looking Glass is Linda Eddington. Mrs. Eddington is a TN Leadership member

liated with the

band also own

ve role in running

cifically and hopes

mer.  
es. They have a full  
ey don't have a dress  
reserve a special can-  
é features daily fresh  
s metal, glass, clay and  
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usic till 9PM.  
AM to 9PM. They are

### SPECIAL BUFFET ATTRACTIONS *Please order in advance*

Looking Glass Crab Cakes \$17.49 lb-  
Fresh crabmeat, scallions, corn  
combined into meaty, golden, crab  
cakes, served with an intriguing

### THE LOOKING GLASS CATERING ENTREES AND SALADS ALL FOOD ITEMS ARE TAXABLE

Texas Red-Hot Chilia pint \$ 5.00  
Tender chuck roast, red beans, diced  
tomatoes, cayenne pepper, chili powder,  
cumin and garlic.

QUICHE each \$18.75  
Ham and Cheese ~ 9 inch

cy ham, fresh sour  
s, sharp cheddar  
sonings.

- each \$18.75

r seasoned with  
nings. Then add  
l half, eggs,  
ldar cheese and

\$15.00

r Drummtte

sian with our  
\$ .99

rson  
on. \$3.50

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ar salad is our  
order by  
weekends.

\$ 5.00 pt  
um, mandarin  
shmallows.

\$10.00 qt  
tomatoes,  
seasonings.

\$5.00 pt  
eapple, raisins,

2) \$6.00 pt  
onnaise and

\$6.00 pt

## LOOKING GLASS RESTAURANT 329 H WARFIELD BLVD CLARKSVILLE, TENNESSEE (931) 552-5644

### APPETIZERS

Spinach & Artichoke Dip...\$4.99

Creamy spinach and artichoke hearts topped with Cheddar and Jack Cheese, served with fresh tortilla Chips  
The classic: flour tortillas filled with chicken, and a spicy cheese blend served w/sour cream, and salsa.

Appetizers Platter...\$8.50

Spinach dip, 2 Crab cakes, 2chicken tenders, plus chips and salsa

SOUP ...\$4.50

Fresh Daily soup served in a bread bowl

### SALADS

Mediterranean Salad...\$7.95

Lettuce, feta, olives, red onions, Pepperocini peppers, artichoke hearts and capers

Salad Platter...\$7.95

2 scoops of our homemade Chicken or Tuna Salad on our garden salad


# Expected Results

- 15% increase in monthly customers
- Increase in special event reservations



# Follow-up/Evaluation

- Number of Drawing Entries
- Comment Cards for Evening Dinner
- Meet with owners day after event
- Meet and go over “numbers” two months after events.



**Q & A**



Kristin Blackburn  
Liz Turner  
Amanda Hansen  
Kristine McCoy  
Adam Susong

