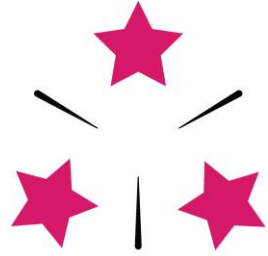


Mascot Marketing

Steal This Idea!

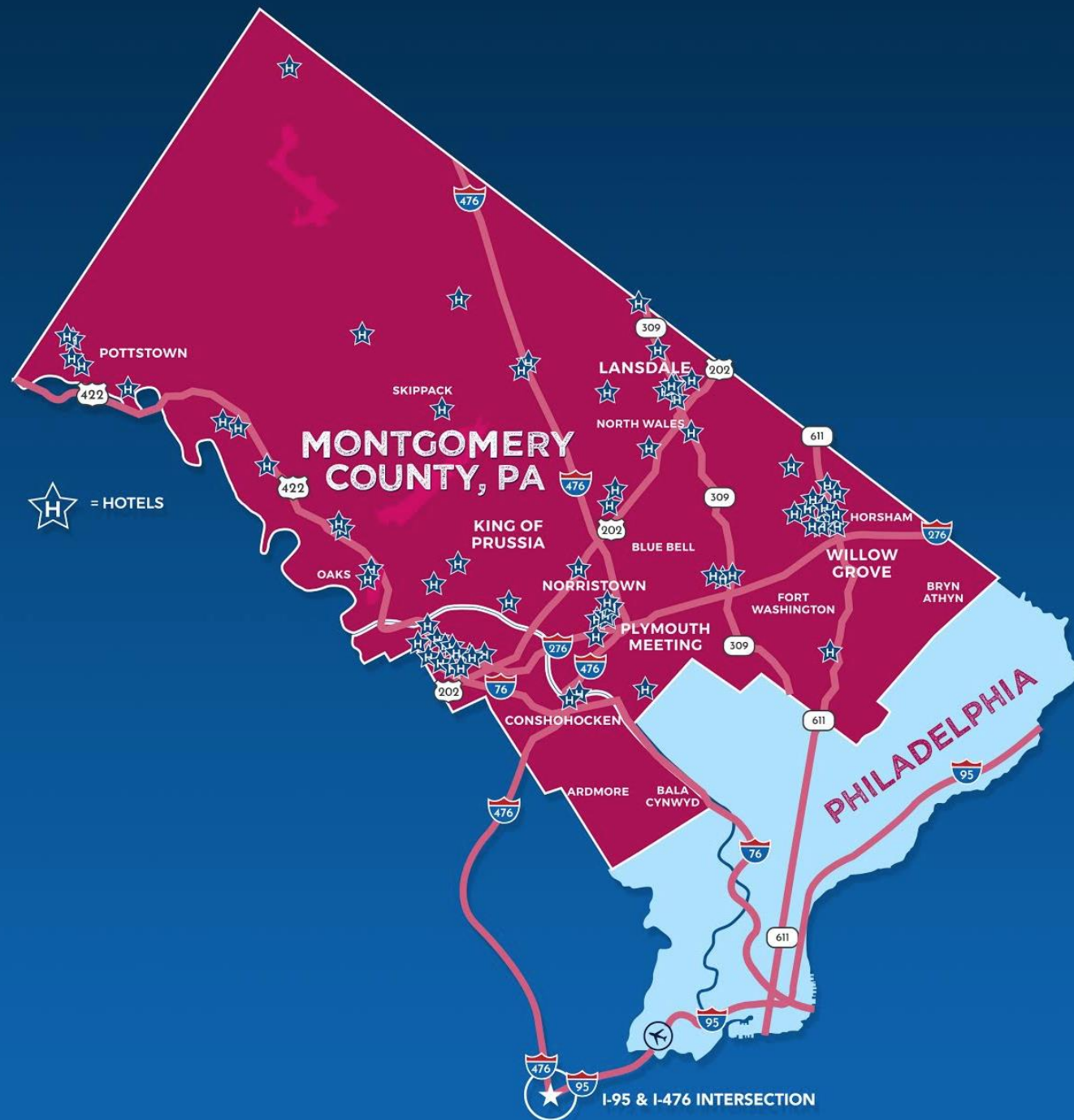


VALLEY FORGE

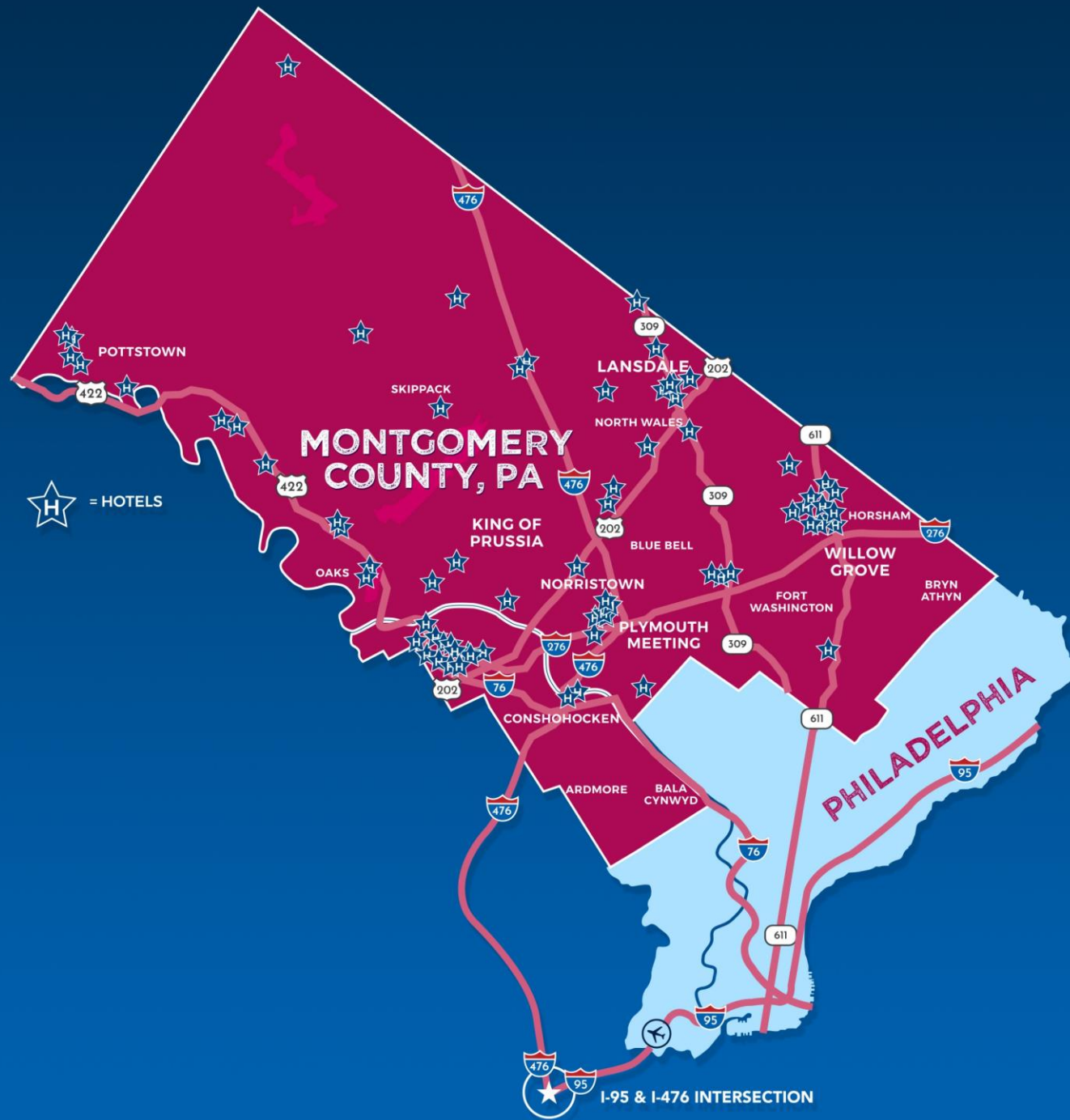
& MONTGOMERY COUNTY, PA

EDWARD HARRIS

CMO, Valley Forge Tourism & Convention Board



BACKGROUND



“What if?”









"Dog-Foxhound"
Valley Forge Tourism &
Convention Board

Version #5
03 March 2017
Performer is 5'8" tall
aj

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Golf Shirt & Knicker
(As seperate accessory)





Golf Shirt & Knicker
(As seperate accessory)

**LOONIE
TIMES**
Custom Mascots

"Dog-Foxhound"
 Valley Forge Tourism &
 Convention Board

Version #5
 03 March 2017
 Performer is 5'8" tall
 aj

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**LOONIE
TIMES**
Custom Mascots

"Eagle"
 Valley Forge Tourism &
 Convention Board

Version #1
 01 March 2017
 Performer is 5'8" tall
 aj

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"Squirrel"

Valley Forge Tourism &
Convention Board

Version #1
01 March 2017
Performer is 5'8" tall

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**LOONIE
TIMES**
Custom Mascots

"Squirrel"

Valley Forge Tourism &
Convention Board

Version #1
01 March 2017
Performer is 5'8" tall

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**LOONIE
TIMES**
Custom Mascots

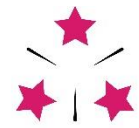
"Fox-PANTS"

Valley Forge Tourism &
Convention Board

Version #1
08 March 2017
Performer is 5'8" tall

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Montgomery “Monty” Fox



VALLEY FORGE
& MONTGOMERY COUNTY, PA

Birthplace: Valley Forge National Historical Park

Height: 6”1

Weight: 175 lbs.

Favorite Movie: *Guardians of the Galaxy 2*

Favorite Song: *Fox on the Run* by Sweet

Favorite TV Show: *Lost* (starring Matthew Fox)

Celebrity Crush: Megan Fox

Favorite Beer: Sly Fox SRT Ale





Montgomery “Monty” Fox

Montgomery Fox – Monty to his friends – was born and raised in Valley Forge National Historical Park. Monty had made a home for himself inside one of George Washington’s guard huts. A friendly park ranger found him one day after leading tours of the area and the two became quick friends.

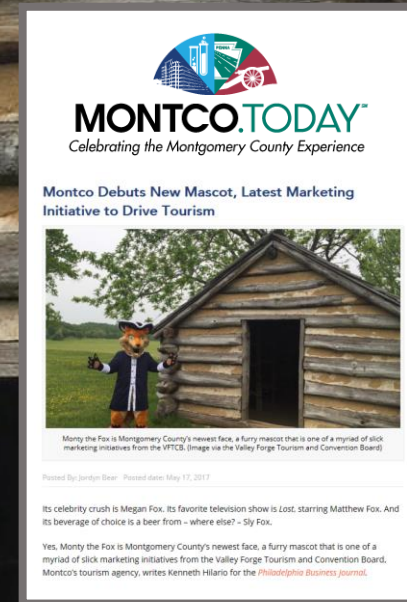
Monty told the ranger his story – how his great-great-great grandfather had been saved by General Washington and how his family had spent the next 200 years guarding the home where they still believed the General to live.

The ranger told Monty about Washington’s heroics in the war and how the world had changed since 1777. Excited and curious, Monty ventured outside the park for the first time, on a mission to explore.

He went on a shopping spree at King of Prussia Mall, the # 1 mall in the country, where he bought himself a new wardrobe and picked up an iPhone so he could tweet about his many adventures.



MONTY in the News








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TRAILS**
PATRIOTTRAILS.COM


VALLEY FORGE
& MONTGOMERY COUNTY, PA





the best destination
East Coast to have
your dog.

↳ walking distance to hut
↳ dog days in each town
↳ outdoor cafe (coffee s
↳ in hotel room scene

96 mi
hushu

Cover Photo
Feature!
Single Photo
Smaller Photo?

Brand Collabs
Montco Markets
Elkton Trails (Am. Bank)
Shopping
Other Recreation Information

Valley Forge
Montco Markets
Elkton Trails
Shopping
Other Recreation Information

FAMILY - FRIENDLY

Check In
3:00 PM
Check Out
11:00 AM

MANAGER
ON DUTY

Amanda Schmitt

Welcome to
Homewood Suites
by Hilton
Plymouth Meeting
We accept all major
credit cards - no checks.
A valid credit card is
required at check in.

EXIT

CAUTION
DOOR

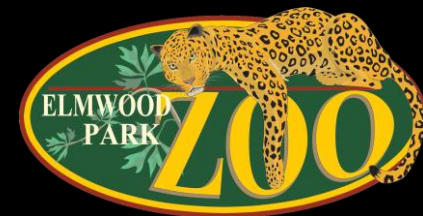
VALLEY FORGE

ZOO

HIGH SIERRA



HOTEL PACKAGE MARKETING





VALLEY FORGE
& MONTGOMERY COUNTY, PA

BOOK YOUR HOTEL
GET DEALS

MAKEITMONTCO.COM



Home

Business



Valley Forge Tourism and Convention Board releases results for fiscal year 2017

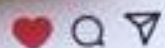




SOCIAL MEDIA



visitvalleyforge
Philadelphia, PA



Liked by Wawa, July4thPhilly, and 1,776 others

visitvalleyforge Bringing some of Montco's history to America's birthplace! 🌟 [#MakeItMontco](#) [#July4thPhilly](#)



***NEW PRODUCT
LAUNCHES***



KEY:

DIRECTIONS:

Use the letter/number key below to decode the question.

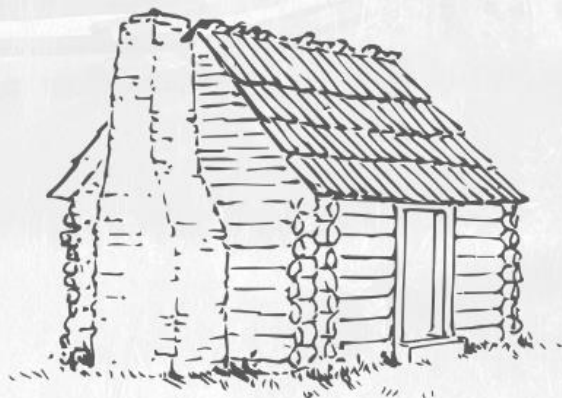
Then unlock the answer.

QUESTION:

[illegible]

ANSWER:

6 14 1 6 11 1 5 3 4 13 15



GRAEME PARK
859 County Line Rd
Horsham, PA 19044
www.graemepark.org
215.343.0965

HARRITON HOUSE
500 Harriton Rd
Bryn Mawr, PA 19010
www.harritonhouse.org
610.525.0201

HOPE LODGE
553 S Bethlehem Pike
Fort Washington, PA 19034
www.historichopelodge.org
215.646.1595

PENNYPACKER MILLS
5 Haldeman Rd
Schwenksville, PA 19473
www.montcopa.org/pennypackermills
610.287.9349

PETER WENTZ FARMSTEAD
2030 Shearer Rd
Lansdale, PA 19446
www.montcopa.org/peterwentsfarmstead
610.584.5104

POTTSGROVE MANOR
100 W King St
Pottstown PA 19464
www.montcopa.org/pottsgrovermanor
610.326.4014

**VALLEY FORGE NATIONAL
HISTORICAL PARK**
1400 N Outer Line Dr
King of Prussia, PA 19406
www.nps.gov/vafo
610.783.1099

PLAN YOUR STAY. PATRIOTTRAILS.COM



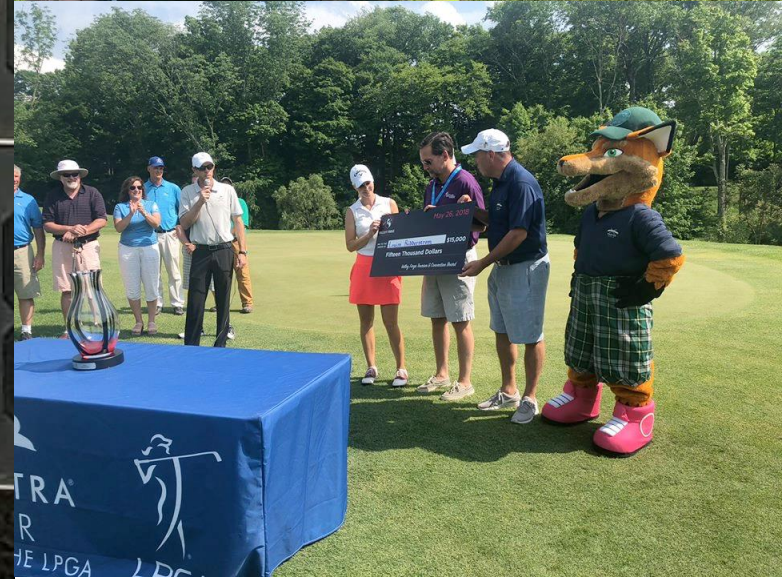


CAUSE MARKETING





EVENT MARKETING





LE GROUPE CIRQUE DU SOLEIL®



FARMER-OWNED



SUMMER KIOSK TOUR



DATE	TIME	EVENT	LOCATION
May 25 th	9am- 5pm	Golf Outing	Kimberton Golf Club
June 3 rd	9am -4:30pm	Horsham Days	Horsham, Pa
June 3 rd	8am-4pm	Dragon Boat Racing	Fairmount Park
June 15 th	5:00pm-9:00pm	Crabfest	Normandy Farms
June 17 th	11am-6pm	Ambler Arts and Music Festival	Ambler Main Street
June 20 th	8:00 pm - 11:00 pm	Bryn Athyn Landmark of Lights	Bryn Athyn
June 24 th	9am-5pm	Pottstown Rumble	170 Aspen Lane Gilbertsville, PA 19525
June 29 th	5pm-10pm	Beast of the Feast 2017	Elmwood Park Zoo, Norristown, Pa
June 30 th – July 2 nd	TBD	AAU Girls Basketball East Coast	Primary: Competitive Edge
July 4 th	10am-3pm	Fourth of July Celebration	Valley Forge National Park
July 7 th - July 9 th	8am-8pm	The Grind Lacrosse Tournament	137 Line Rd Malvern, PA
July 14 th		Pottstown Half Marathon	331 Circle of Progress Drive
July 16 th	12 noon	Pottstown Bike Race	Pottstown
July 20 th	5-9	Summer Luau	Normandy Farms
July 23 rd	TBD	Montgomery County Amateur Championship	TBD
July 29 th	5pm-10pm	Hatboro’s Moonlight Memories Car Show	Hatboro Main Street
August 4 th	6pm-9pm	Lansdale First Friday	West Main street Lansdale, Pa (Family Zone)
August 13 th	9am 6pm	BMX Gold Medal Cup	Trilogy Park
August 19 th	9am-5pm	Ambler Bike Race	Ambler, Pa



25
SNOW
EMERGENCY
ROUTE
SNOW TIRES OR
CHAINS REQUIRED
NO PARKING
DURING EMERGENCY
VEHICLES
TOWED AWAY



VALLEY FORGE

VALLEY FORGE
TOURISM & CONVENTION BOARD

PATRIOT TRAILS

MONTCO
GOLF

AUDIENCE EXPANSION



THE PALESTRA

EXIT

202 203

EXIT

203 204

102

103

103

104

ARMY LEADER

ARMY OFFICER

ARMY ATHLETE

ARMY SCHOLAR

ARMY LEADER

ARMY OFFICER

ARMY ATHLETE

ARMY SCHOLAR

PENN

PENN

PENN

PENN

PENN

PENN

PENN











IDEA EXPANSION









MONTY THE FOX

- “Monty” plush
- Comic Book Series
- Stickers
- Apparel





#MAKEIT
MONTCO

LOCAL CASE STUDY



SEPTEMBER 24th 2018



GRITTY

The Philadelphia Flyers have a terrifying new mascot, and he's already breaking the internet



The Philadelphia Flyers unveiled their new mascot Monday morning, and he has been taking the internet by storm ever since. AP Photo/Tom Mihalek





Ricky Gervais

13.1M

Followers



Ricky Gervais 
@rickygervais



Just had the weirdest dream. [@jimmyfallon](#) [@GrittyNHL](#)

5:07 PM - Sep 27, 2018

 4,452  555 people are talking about this



NEW MASCOT



SNL



0:17





Neil Greenberg ✓

@ngreenberg

I think I know how this is going to end. #Gritty

11:35 AM - Sep 24, 2018



a day ago



Zodab



John Oliver decided to use Gritty
to represent Brett Kavanaugh ...

John Oliver decided to use Gritty to represent Brett
Kavanaugh. Chaos Rules



Joe's Steaks created a cheesesteak with Cheetos inspired by Gritty

Do you love the new Flyers mascot? Do you love cheesesteaks? Try this



BY **SINEAD CUMMINGS**
PhillyVoice Staff



FOOD & DRINK Cheesesteaks



@GRITTYNHL/TWITTER



COLUMNISTS

An orange hellbeast we can all get behind | Mike Newall

Updated: September 26, 2018 - 4:57 PM



Mike Newall | @MikeNewall |
mnewall@phillynews.com



YONG KIM / STAFF PHOTOGRAPHER




Andy Carl replied to a comment on this.

Barstool Sports
14 hrs · 🌐

Like Page

Barstool Pizza Review - Bravo Pizza With Special Guest Gritty

A video player showing a man in a grey t-shirt with a Philadelphia Flyers logo holding a pizza box and talking to Gritty, who is wearing an orange Philadelphia Flyers jersey and a black helmet. The video has a progress bar at the bottom and a "ONEBITE APP" logo.

SPECIAL GUEST REVIEWER
Gritty

8.1K 2.7K Comments 4.4K Shares 473K Views

Like Comment Share



SUMMARY



- What does Monty the Fox do for Montgomery County, PA?
 1. Elevates our reputation as a family-fun area to visit
 2. Brings an element of excitement to our member events
 3. Enables us to expand our audiences through partnerships with other organizations who also have mascots.
- Cost was roughly \$4,000 to have Monty designed and developed.
- Biggest challenge is staffing Monty.
 - It's not a full-time position. Finding reliable part-time people who can help on week nights for \$20-\$30/hr can surprisingly be tough.