PROJECT BRIEF

CLIENT: Chimney Rock

JOB #: CRM\_0065\_Climbing Sign

PROJECT DUE DATE: 10.7.16

DEADLINES:

* Internal: 10.3
* To Client for review: 10.4
* Final files to client: 10.7

MAIN OBJECTIVE:

To encourage guests at Chimney Rock to book Fox Mountain Guides for a climbing session.

TARGET:

Guests at Chimney Rock, specifically people who might be interested in climbing. All ages are targeted, but most folks who climb at Chimney Rock are either families whose kids want to climb or younger adults who probably aren’t serious climbers but want to try it out for the first time or have done it before but aren’t avid about it. It’s important for these guests to be able to climb in a safe environment with the help of a guide.

PROJECT NOTES:

We will send final files to Mary Jaeger-Gale at Chimney Rock; she will be responsible for getting the sign printed and produced.

The sign will be hung at the Tunnel Entrance located inside the Park.

Please refer to CRM\_0049, Annual Pass sign, which is the same size and is also placed at the Tunnel Entrance of the Park.

SPECS:

The sign will be 36 ½”w x 69”h. Mary would like to use the attached image. A high-res image has been provided to us in a Google Drive folder. I have sent that image in the same email as this PB.

Suggested copy (from Mary):

See the Park from a whole new perspective.

No experience necessary. All climbing equipment is provided.

Visit [FoxMountainGuides.com](http://foxmountainguides.com/) to make your reservation.