

Inspire!

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Promotional Possibilities

1) Signage

- a) "A-frame" sidewalk sign
- b) Protruding sign
- c) Delineating window frame
- d) Translucent coloured plastic to shade upper window panes.

2) Targetting potential audiences

- a) Queer & Diverse
- b) Women's groups
- c) Upscale

3) Hosting Events

- a) Monthly erotic poetry readings
- b) Cock-tail parties...
- c) Business dinners
- d) Annual company parties
- e) First dates
- f) Romantic rendez-vous

4) Create Internet Presence

- Many visiting tourists—queer and straight—would love to dine at Inspire!
- Inspire could be "in" thing among queer tourist hot dining spots. There are sites devoted to gay travel.

2) TARGET AUDIENCES

a) Queer & Diverse

- Upscale Fetish Community

b) Women's groups/events

- Clit Lit (see #3 - Possible Contacts)
- Afrodasia (women's dance featuring Black and South Asian music)
- Khush (South Asian queer group)
- Asian Lesbian group (" ")
- FunkAsia (monthly women's dance featuring South Asian music)

c) Upscale

3) HOSTING EVENTS

Benefits:

- Offers greater exposure and outreach
- Enhances overall image (eg, AIDS fundraisers)
- Helps balance seasonal variances
- Increases participation in local community

Possible Contacts:

Organizers of:

- Clit Lit (monthly erotic poetry readings)
- Toronto International Film Festival
- Inside Out Gay & Lesbian Film Festival
- Hot Docs Documentary Film Festival
- Film Co-operative Centre (name? Charles St.)

- Design Exchange (HR, Dept Heads)

- Specific Faculties at University of Toronto, Ryerson, York University (eg, Sexual Diversity, Gender Studies, Womens Studies, Fine Arts, Film, Dance/Theatre, Design, Music)

- Hairdressers in area (eg, Yorkville)

- Host book signings of visiting or local authors who are popular among queer community (eg, Erotic writer from San Fran-Sue??).

FREE or INEXPENSIVE PROMO IDEAS

1. Create an Aphrod-asiac menu option (eg, foods considered to be sexual stimulants, like chocolate, oysters, anise, etc) which could be available for special events or in conjunction with prize dinners (see #2).
2. Offer a couple of free dinner prizes to contest winners at LavaLife, a popular online dating website.
3. Advertise relevant events on CKLN 88.1, CHRY (?), CIUT 89.5. All three campus radio stations offer free community announcements.
4. NOW Magazine food review.
5. NOW Magazine ad for high-profile events.
6. Ask web design student to create Inspire's site as their final project; or, similarly, post a contest ad at various New Media design programs and schools (eg, \$200 Meal Prize + \$100 cash).
7. Find an inexpensive and reliable webmaster.
8. Depending on cost/feasibility, have Inspire's website hooked up to fax order system (see website of Magic Oven Pizza on Broadview Ave).