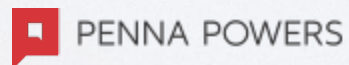




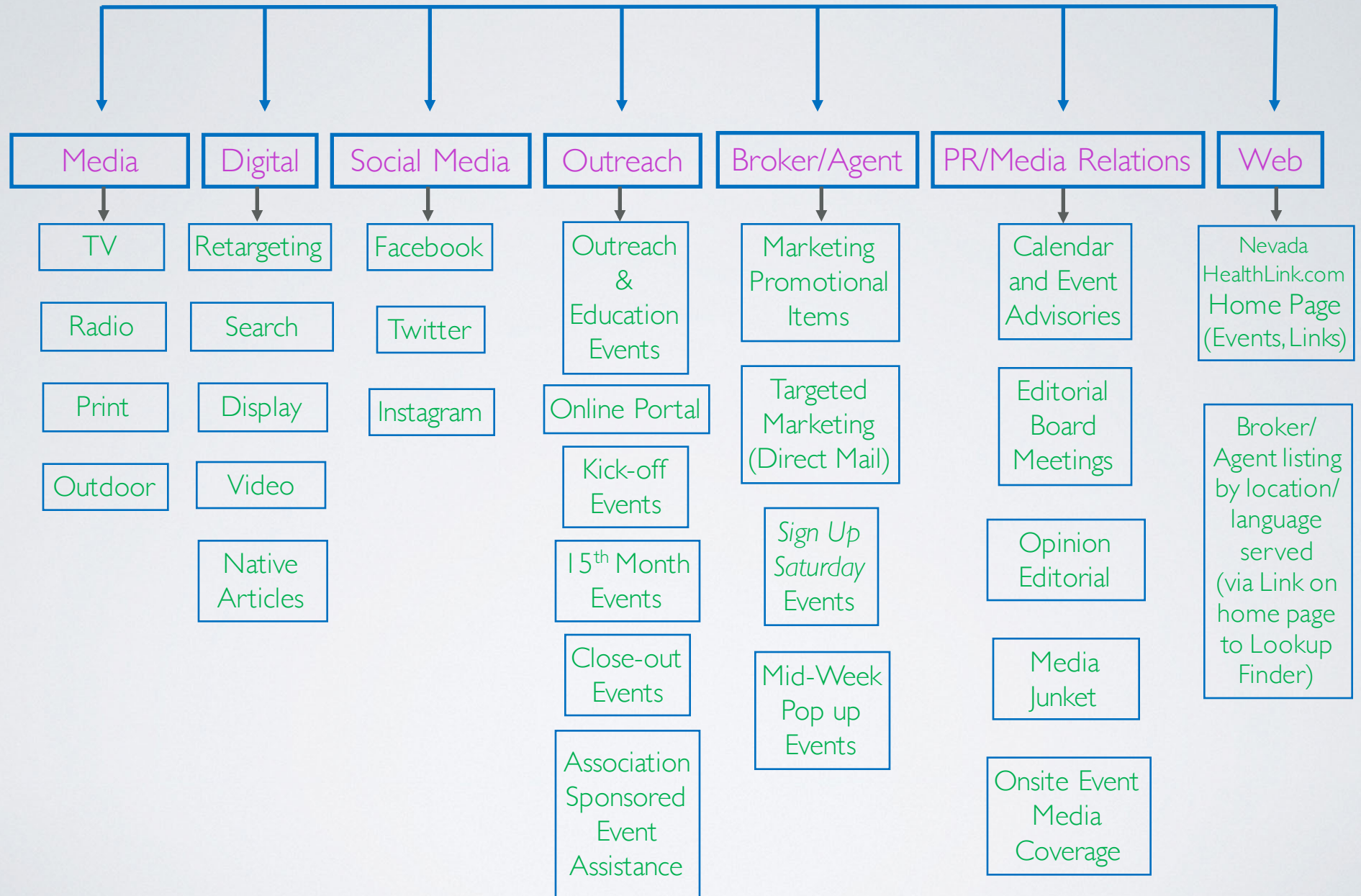
nevada
health link

2015/2016 Marketing Update

October 8, 2015



2016/15 Enrollment Campaign – Scope and Tactics



VA = Value Add
DIG = Digital Board

October, 2015

TV
Radio
Print (Rurals/Hispanic)
Outdoor
Digital
Social Media
Outreach
PR/Media Relations
Web
Direct Mail

Sun 10/25	Mon 10/26	Tues 10/27	Wed 10/28	Thurs 10/29	Friday 10/30	Sat 10/31
Enroll/Kick-Off (VA)	Enroll/Kick-Off (VA)	Enroll/Kick-Off (VA)	Enroll/Kick-Off (VA)	Enroll/Kick-Off (VA)	Enroll/Kick-Off (VA)	Enroll/Kick-Off (VA)
Enroll/Kick-Off (VA)	Enroll/Kick-Off (VA)	Enroll/Kick-Off (VA)	Enroll/Kick-Off (VA)	Enroll/Kick-Off (VA)	Enroll/Kick-Off (VA)	Enroll/Kick-Off (VA)
Enroll Aware/Kick-off	Enroll Aware/Kick-off	Enroll Aware/Kick-off	Enroll Aware/Kick-off	Enroll Aware/Kick-off	Enroll Aware/Kick-off	Enroll Aware/Kick-off
Kick-Off(Dig)/Aware	Kick-Off(Dig)/Aware	Kick-Off(Dig)/Aware	Kick-Off(Dig)/Aware	Kick-Off(Dig)/Aware	Kick-Off(Dig)/Aware	Kick-Off(Dig)/Aware
Enrollment Kick-Off	Enrollment Kick-Off	Enrollment Kick-Off	Enrollment Kick-Off	Enrollment Kick-Off	Enrollment Kick-Off	Enrollment Kick-Off
Making Strides (LV)	Boys & Girls Club				Harvest of Hope	Halloween Half Mara
Enrollment Kick-Off	Enrollment Kick-Off	Enrollment Kick-Off	Enrollment Kick-Off	Enrollment Kick-Off	Enrollment Kick-Off	Enrollment Kick-Off
Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info

November, 2015

TV
Radio
Print (Rurals/Hispanic)
Outdoor
Digital
Social Media
Outreach
PR/Media Relations
Web
Direct Mail

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Enrollment Kick-Off	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Enrollment Kick-Off	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Kick-Off(Dig)/Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware
Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Enrollment Kick-Off	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware
Veterans Day Parade		doTERRA Alive Tour	Roadrunner 4th July 5K		Craft Fest/Dia De Muer	Four Events
Enrollment Kick-Off	Broker Events	Broker Events	Broker Events	Broker Events	Broker Events	Broker Events
Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info
November Broker Event Mailing						
8	9	10	11	12	13	14
Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware
Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware
Broker Events	Broker Events	Broker Events	Broker Events	Broker Events	Broker Events	Broker Events
Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info
15	16	17	18	19	20	21
Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware
Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware
Broker Events	Broker Events	Broker Events	Broker Events	Broker Events	Broker Events	Broker Events
Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info
22	23	24	25	26	27	28
Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware	Broker Ev(DIG) Aware
Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware	Broker Event/ Aware
Broker Events	Broker Events	Broker Events	Broker Events	Broker Events	Broker Events	Broker Events
Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info
December Broker Event Mailing						
29	30					
Enrollment Awareness	Enrollment Awareness					
Enrollment Awareness	Enrollment Awareness					
Enrollment Awareness	Enrollment Awareness					
Broker Ev(DIG) Aware	Broker Ev(DIG) Aware					
Enrollment Awareness	Enrollment Awareness					
Broker Event/ Aware	Broker Event/ Aware					
Broker Events	Broker Events					
Enrollment Info	Enrollment Info					

Sunday Monday Tuesday Wednesday Thursday Friday Saturday
December, 2015

			1	2	3	4	5
TV			Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Radio			Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Broker Evt (VA) /Aware	Broker Evt (VA) /Aware
Print (Rurals/Hispanic)			Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Outdoor			Broker Ev(DIG) /Aware	Broker Ev(DIG) /Aware	Broker Ev(DIG) /Aware	Broker Ev(DIG) /Aware	Broker Ev(DIG) /Aware
Digital			Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Social Media			Broker Event /Aware	Broker Event /Aware	Broker Event /Aware	Broker Event /Aware	Broker Event /Aware
Outreach						Henderson 250	
PR/Media Relations			Broker Events	Broker Events	Broker Events	Broker Events	Broker Events
Web			Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info
Direct Mail	December 15 Event Mailing						
	6	7	8	9	10	11	12
TV	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Dec 15 Event (VA)	Dec 15 Event (VA)
Radio	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Dec 15 Event (VA)	Dec 15 Event (VA)
Print (Rurals/Hispanic)	Enroll Aware/Dec 15	Enroll Aware/Dec 15	Enroll Aware/Dec 15	Enroll Aware/Dec 15	Enroll Aware/Dec 15	Enroll Aware/Dec 15	Enroll Aware/Dec 15
Outdoor	Broker Ev(DIG) /Aware	Broker Ev(DIG) /Aware	Broker Ev(DIG) /Aware	Broker Ev(DIG) /Aware	Broker Ev(DIG) /Aware	Dec 15 Ev (DIG) /Aware	Dec 15 Ev (DIG) /Aware
Digital	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Social Media	December 15 Event	December 15 Event	December 15 Event	December 15 Event	December 15 Event	December 15 Event	December 15 Event
Outreach					Winter Fest		Hoover Dam Marathon
PR/Media Relations	December 15 Event	December 15 Event	December 15 Event	December 15 Event	December 15 Event	December 15 Event	December 15 Event
Web	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info
Direct Mail							
	13	14	15	16	17	18	19
TV	Dec 15 Event (VA)	Dec 15 Event (VA)	Dec 15 Event (VA)				
Radio	Dec 15 Event (VA)	Dec 15 Event (VA)	Dec 15 Event (VA)				
Print (Rurals/Hispanic)	Enroll Aware/Dec 15	Enroll Aware/Dec 15	Enroll Aware/Dec 15	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Outdoor	Dec 15 Ev (DIG) /Aware	Dec 15 Ev (DIG) /Aware	Broker Event /Aware	Broker Ev(DIG) /Aware	Broker Ev(DIG) /Aware	Enrollment Awareness	Enrollment Awareness
Digital	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Social Media	December 15 Event	December 15 Event	December 15 Event	Broker Event /Aware	Broker Event /Aware	Enrollment Awareness	Enrollment Awareness
Outreach							
PR/Media Relations	December 15 Event	December 15 Event	December 15 Event	Broker Events	Broker Events	Enrollment Awareness	Enrollment Awareness
Web	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info
Direct Mail							
	20	21	22	23	24	25	26
TV							
Radio							
Print (Rurals/Hispanic)	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Outdoor	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Digital	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Social Media	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Outreach							
PR/Media Relations	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness
Web	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info
Direct Mail							
	27	28	29	30	31		
TV	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness		
Radio	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Broker Evt (VA) /Aware		
Print (Rurals/Hispanic)	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness		
Outdoor	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Broker Ev(DIG) /Aware		
Digital	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness		
Social Media	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness		
Outreach					Broker Event /Aware		
PR/Media Relations	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Enrollment Awareness	Broker Events		
Web	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info	Enrollment Info		
Direct Mail	January Broker Event Mailing						

Media

o TV Partnerships

- General Market Television:
 - Las Vegas - Fox 5/KVVU (offers news component and entertainment programming to reach target audiences)
 - Reno – Fox 11/KRXI and NBC/KRNV Combo (due to both stations being owned by Sinclair; we combined both to secure news and entertainment programming options similar to KVVU)
- Hispanic Market Television (both markets): We'll use a combination of Univision, Telemundo, and efficient cable networks such as Galavision, Fox Deportes, ESPN Deportes and CNN Espanol.
- Value- Add
 - Includes support from news programs (“Info-thon” with KVVU)
 - Long-form PSAs (Q&A and/or vignettes)
 - Bonus Spots
 - Digital and social media support

Media

o Radio Partnerships

▪ General Market Radio:

- Las Vegas – CBS Radio (KLUC, KMXB), Beasley Radio (KKLZ, KVGS) and Kemp Broadcasting (KVEG)
- Reno – Cumulus (KBUL, KNEV, KWYL) and Lotus (KDOT)

▪ Hispanic Market Radio:

- Las Vegas – Partnering with Entravision (KQRT, KRRN), Univision (KRGTT, KISF), and Lotus (KWID)
- Reno – Partnering with Entravision (KRNV-FM) and Radio Tricolor (KSRN).
KWYL from the General Market plan draws a heavy Hispanic audience as well.

▪ Value-Add

- On-air interviews
- Event tabling opportunities to support outreach efforts
- Live Remotes
- Bonus spots (client produced spots)
- PSAs (station produced vignettes and/or Q&As)
- Digital support (banners, “how to” videos, Q&A opportunities)
- Social Media
- E-Blasts

Media

o Print

- Rural/Tribal Market – Ongoing ads in (17) publications: *Battle Mtn. Bugle, Ely Times, Eureka Sentinel, Humboldt Sun, Lahontan Valley News, Lincoln County Record, Lovelock Review Miner, Mineral County Independent, NLTB, Pahrump Valley Times, Record Courier, Sierra Sun, Sparks Tribune, Tahoe Daily Tribune, Virginia City News, Wells Progress, Wendover Times*
- Hispanic Market
 - Las Vegas- *El Mundo, El Tiempo*
 - Reno – *Ahora, El Sol*

o Outdoor

- Las Vegas – Includes combination of 6 digital bulletins on high traffic freeway/commuter arteries and 20 posters (plus 5 bonus posters) to be mapped in preferred zip codes and on high traffic surface streets.
- Reno – Includes combination of 3 digital bulletins on high traffic freeways/commuter arteries and 8 posters (plus 1 bonus poster) to be mapped in preferred zip codes and on high traffic surface streets.

Digital Media

- Retargeting partner: Katana, one of the leaders in retargeting technology
- Search partners: Google, Bing and Yahoo
- Display partners: narrowed to pool of three
- Video partners include YouTube and MaxPoint
- Native articles to run on LVRJ.com

Social Media

Engage. Educate. Enroll.

Support broker events with promoted content one week prior to event launch

- Promoted Facebook Posts
- Promoted Tweets
- Instagram Ads



PR/Media Relations

- Nov. 1 Enrollment Event Media Relations
 - Calendar advisory
 - Distributed to media 9/28/15 for placement in print and online listings
 - Event advisory
 - Distributed to media 10/13/15 to get on their schedules for coverage. Additional distribution Oct. 26, Oct. 29, Oct. 30 and Nov. 1
 - Scheduled Editorial Board Meetings
 - Oct. 7, *Reno Gazette Journal*
 - Oct. 14, *Las Vegas Sun*
 - Oct. 27, *Las Vegas Review Journal*
 - Opinion Editorial with Byline from Bruce Gilbert
 - Submitting week of Oct. 26 to *Las Vegas Sun, Review Journal, Reno Gazette-Journal*.
 - Pre-publicity media junket for Nov. 1 Enrollment Event
 - Nov. 1 Enrollment Event
 - On-site media coverage in Las Vegas and Reno event sites
 - News release distribution to all attending media and distributed to statewide media

PR/Media Relations

- Sign-Up Saturdays, Tuesday/Thursday Pop-Up Events, December/January 15th of Month Events and Close-out
 - Calendar advisories
 - Media Advisories/News Releases
 - Statewide distribution prior to event at two-week, one-week, two-day, day-before and day-of intervals
 - News release distribution to all attending media and distributed statewide
 - Pitch daily newspapers, broadcast media, ethnic and niche media for ongoing coverage.
 - Topics:
 - Enrollment updates and other relevant statistics
 - On-site interview availability at events
 - “Ask Nevada Health Link” call-in radio
 - Pre-publicity

Outreach

- Get Healthy. Get Covered. – Las Vegas (Health Fair/Insurance Enrollment)
 - **CSN West Charleston Campus, Sunday, Nov. 1, 2015 from 10:00 AM-6:00 PM**
 - Health Insurance Enrollment available inside the D building
 - Accommodations for (50) certified enrollment professionals
 - DWSS available to assist with Medicaid (English and Spanish)
 - Navigators onsite to assist with screening (English and Spanish)
 - Vendors staged in outside circle (across from the D building)
 - Approximately 45 vendors expected, including: Three Square, Relay Nevada, American Red Cross and Immunize Nevada
 - Staffing:
 - 11 Ramirez Group staff members
 - 80-100 trained volunteers
 - Expected attendance: 4,000-5,000
- Get Healthy. Get Covered. – Reno (Health Fair/Insurance Enrollment)
 - **Boys & Girls Club of Truckee Meadows – Donald W. Reynolds Facility, Sunday, Nov. 1 2015 from 10:00AM-6:00PM**
 - Health Insurance Enrollment available inside the cafeteria.
 - Accommodations for (30) certified enrollment professionals
 - DWSS available to assist with Medicaid (English and Spanish)
 - Navigators onsite to assist with screening (English and Spanish)
 - Vendors staged in cafeteria
 - Approximately 30 vendors expected, including: Immunize Nevada, Access to Healthcare Nevada, and Family TIES of Nevada
 - Staffing:
 - 3-4 Ramirez Group staff members
 - 10-20 trained volunteers
 - Expected attendance: 500-1,000

Outreach

- December 15th Enrollment Event – Las Vegas (Enrollment prior to end of year, January 1, 2016 coverage)
 - **Tuesday, December 15, Henderson Convention Center**
 - Further details to be determined based on broker opt-in response
- December 15th Enrollment Event – Reno (Enrollment prior to end of year, January 1, 2016 coverage)
 - **Tuesday, December 15, Little Flower Church or Ramirez Group Offices**
 - Further details to be determined based on broker opt-in response
- January 15th Enrollment Event – Las Vegas & Reno (Enrollment, February 1, 2016 coverage)
 - **Friday, January 15, Locations TBD**
 - Further details to be determined based on broker opt-in response
- Get Healthy. Get Covered. – Las Vegas (Last Day of Enrollment Period, Health Fair Format)
 - **Sunday, January 31, Clark County Government Center**
- Get Healthy. Get Covered. – Reno (Last Day of Enrollment Period, Health Fair Format)
 - **Sunday, January 31, Boys & Girls Club of Truckee Meadows – Donald W. Reynolds Facility**

Outreach

Subject	Start Date	Start Time	End Date	End Time
NSHE Diversity Summit 2015	10/2/15	8:00:00 AM		4:00:00 PM
Art in the Park	10/3/15	9:00:00 AM	10/3/15	5:00:00 PM
Boys & Girls Club: 44th Annual Boys Nite Out	10/7/15			
Nathan Adelson Hospice 16th Annual Wine and Food Tasting Extravaganza	10/8/15	5:30:00 PM		8:00:00 PM
Partners Conference on NV Expanded Medicaid Program	10/8/15	12:00:00 PM		6:00:00 PM
National Nurses Half Marathon	10/10/15	7:00:00 AM	10/10/15 TBD	
Hispanic Heritage Festival	10/10/15	11:00:00 AM		5:00:00 PM
Color Me Kind 5K	10/10/15	9:00:00 AM		6:00:00 PM
Henderson Community Expo 2015	10/17/15	11:00:00 AM	10/17/15	3:00:00 PM
The Breast Cancer Wellness Expo	10/17/15	10:00:00 AM	10/17/15	2:00:00 PM
8th Annual Golden Hand Service Awards	10/22/15	5:30:00 PM		8:00:00 PM
United Way 2015 Community in Blue / Campaign Celebration	10/22/15	11:30:00 AM		1:30:00 PM
Pumpkinman Run 5&10K	10/24/15	9:15:00 AM	10/24/15 TBD	
Trick or Trot 5&10K	10/24/15	8:00:00 AM	10/24/15 TBD	
PDOP Monster Dash 5k	10/24/15	8:00:00 AM	10/24/15 TBD	
Live Long Memorial Mile	10/24/15	9:00:00 AM	10/24/15 TBD	
Las Vegas Walk to End Alzheimers	10/24/15	9:00:00 AM		12:00:00 PM
Las Vegas Inter Tribal Veterans Powwow	10/24/15	10:00:00 AM		
Making Strides of Las Vegas	10/25/15	8:30:00 AM	10/25/15 TBD	
Boys & Girls Club: 34th Annual Girls Day	10/26/15			
Communities in Schools 5th Annual Harvest of Hope	10/30/15	6:00:00 PM		9:00:00 PM
The Hallowrock Half Marathon	10/31/15	8:00:00 AM	10/31/15 TBD	
Get Healthy. Get Covered.	11/1/15	10:00:00 AM	11/1/15	6:00:00 PM
Veterans Day Parade & Celebration	11/1/15	10:00:00 AM	11/1/15 TBD	
doTERRA Alive Post Convention Tour: Las Vegas, NV	11/3/15	7:00:00 PM	11/3/15	9:00:00 PM
Roadrunner 4th of July 5K	11/4/15	8:00:00 AM	11/4/15 TBD	
Steve Powers Great Craft Festival	11/6/15	10:00:00 AM	11/6/15	6:00:00 PM
Dia de Muertos	11/6/15	4:00:00 PM	11/6/15	9:00:00 PM
Recycled! Run Half Marathon	11/7/15	8:00:00 AM	11/7/15 TBD	
Womens Club of Summerlin 20th Annual Charity Event	11/7/15	11:00:00 AM		2:00:00 PM
St Jude Against All Odds Celebrity Poker Tournament	11/7/15			
Women's Style Expo	11/7/15	10:00:00 AM	11/7/15	4:00:00 PM
Motor Trend Int Auto Show	11/27/15	9:00:00 AM	11/27/15	6:00:00 PM
Best in the Desert - Henderson "250"	12/4/15 TBD		12/4/15 TBD	
Winter Fest	12/10/15	12:00:00 PM	12/10/15	9:00:00 PM
Hoover Dam Marathon	12/12/15 TBD		12/12/15 TBD	
December 15th enrollment event	12/15/15		12/15/15	
January 15th enrollment event	1/15/16		1/15/15	
Get Healthy. Get Covered.	1/31/16	10:00:00 AM	1/31/15	6:00:00 PM
Black History Month Festival	2/20/16	10:00:00 AM	2/20/16	4:00:00 PM
Red Rock Half Marathon & 5k	2/20/16	5:30:00 AM	2/20/16	10:00:00 AM

