



CO-OP MARKETING INITIATIVE

INTRODUCTION

The Natrona County Travel & Tourism Council, i.e., Visit Casper, is a destination marketing organization with the sole purpose of driving visitation to Natrona County in support of our local economy and quality of life. This year, with the goal of catalyzing tourism in the Casper area, we are offering our local tourism-specific stakeholders an opportunity to apply for a \$2,500 marketing co-op with ten winners to be selected. If selected as a winner, the \$2,500 must be used to promote your business and offerings utilizing one or more of the marketing tactics outlined in the ‘Spending Requirements’ section.

If you’re interested in learning more and applying, please continue reading the information below for specific details on who qualifies, application information and requirements for if you’re selected.

WHO QUALIFIES?

As mentioned above, Visit Casper’s mission is to increase visitation to our area, therefore, only existing tourism-driving businesses that fall into one of the categories below qualify for this co-op marketing program.

ATTRACTIONS • EVENTS • LODGING • GUIDES & OUTFITTERS
RESTAURANTS, COFFEE SHOPS, BAKERIES & BREWERIES • RETAIL RECREATION

If you are a business owner that owns more than one of the types of business listed above, you may only submit one application under one business name. The full \$2,500 must be spent to market the business listed on the application.

SPENDING REQUIREMENTS

HOW: The selected winners will be required to spend the awarded funds on your choice of the tactics outlined below.

PAID SOCIAL • STATICS ADS • LOCAL BILLBOARD
¼ PAGE AD IN VISIT CASPER VISITOR’S GUIDE

WHEN: Campaigns must run during Visit Casper’s 2024 fiscal year (July 1st, 2023 – June 30th, 2024). Please note that Casper is a year-round destination and attracts visitors for several reasons, but due to seasonality we see an increase in visitation through the summer and a decrease during the winter months. More information on 2022 visitation numbers can be found in the media kit.

WHERE: Awarded funds will be required to be spent on a campaign that coincides with Visit Casper’s marketing and will therefore need to be used to target one or more of the same markets.

1. Visit Casper utilizes a third-party data tracking software (Zartico) for insights on where visitors of Natrona County are coming from to determine where marketing dollars will be most efficient. The predetermined target markets are outlined below. More information on why we target these markets can be found in the media kit.

DENVER, CO • SALT LAKE CITY, UT • CHEYENNE, WY • RAPID CITY, SD • BILLINGS, MT

Applicants interested in targeting these markets must utilize the Visit Casper logo and branding in their campaign. More information can be found in the application section.

2. Visit Casper owns and manages the 5150' Local brand, which is local specific and helps promote business and events to residents of Natrona County. 5150' Local connects with residents over organic platforms such as the website, Facebook/Instagram and a bi-monthly e-newsletter and runs paid advertising to promote signature events such as 5150' Restaurant week in January and 5150' Festival in August.

If applicants are interested in targeting locals, they will utilize the 5150' Local logo and branding in their campaign. More information can be found in the application section.

APPLICATION DETAILS

Edit to the application details section: Applications are due by May 29th and can be submitted via email as a PDF or PowerPoint presentation to Wayne@visitcasper.com, or you may print it and deliver it to our offices at 139 W 2nd Street #1B, Casper, WY 82601. Applications must include the following:

1. AN OVERVIEW OF YOUR BUSINESS: This should include a short description of who you are, what you offer and specific details on what you plan to promote and why. For example, are you a brewery promoting the release of a new beer? An outfitter promoting a special offer/discount? Or a rental company promoting the experience you can offer? We want you to showcase yourself and highlight your unique offerings. Please also include a link to your website and any social media channels you have a presence on.

2. BUDGET PROPOSAL: We want to know how you will spend the money, why you want to spend the money on your chosen tactic(s), when you plan to launch your campaign, the month(s) it will be running, and which market(s) you plan on targeting. Your budget can be built using the prices outlined below for each available tactic.

| | | |
|--|---|---|
| PAID SOCIAL | Ads can run on Facebook and Instagram | You can allocate as much to this line item as you see fit for the duration of your campaign. |
| DISPLAY ADS | If you aren't already working with an ad agency or placing display ads manually in Google Ads, you can purchase display ads through Oil City News or Townsquare Media. | Please visit visitcasper.com/about/marketing-co-op for pricing information through Oil City & Townsquare media |
| BILLBOARD | Local billboards can be purchased through Yesco | Please visit visitcasper.com/about/marketing-co-op for pricing, specs and availability |
| ½ PAGE AD IN VISIT CASPER'S 2024 TRAVEL GUIDE | The Visit Casper travel guide is a premier tool for visitors planning their vacation to Casper. We print 50,000 copies and have a digital version on our website that users can download. | \$1,000 |

3. CREATIVE CONCEPTS: Depending on the marketing tactics you select; you'll need to showcase what your ads will look like. All ads will need to include the Visit Casper OR the 5150' Local logo, depending on which market(s) you plan to target, using the specifications outlined in the media kit provided. If you need creative assistance, guidance or a spark of inspiration, please don't hesitate to reach out to the Visit Casper team. Emails may be sent to the following individuals:

ANGIE VOLZKE – Creative Coordinator: angie@visitcasper.com

WAYNE STEWART – Director of Marketing & Communications: wayne@visitcasper.com

TIMELINE

A townhall will take place on Monday, May 8th to discuss this program and answer any questions from interested parties.

Applications open May 8th and the deadline to submit is May 31th. Winners will be announced and funds will be provided by mid-June.

The use of funds, depending on the campaign timeline that was submitted in the application, may begin on July 1st, 2023.

Winners will be required to submit a receipt for their final spends along with campaign performance metrics no later than two weeks after their campaign is scheduled to conclude. If receipts aren't submitted or they show that funds weren't spent how and when the original application said they would be, the business and business owner will be automatically disqualified from applying next year.