

VISIT *Casper*

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 Requirement’ section (pg. 2).

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

Timeline

Application open April 1st, 2024 and the deadline for submission is May 3rd, 2024. Winners will be announced mid-May and funds awarded in mid-June. The use of funds, depending on the campaign timeline that was submitted in the application, may begin on July 1st, 2024.

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.

Spending Requirements

HOW: The selected winners will be required to spend the awarded funds on marketing, initiatives **ONLY**. If you need suggestions, we have outlined example tactics below. Vendors for digital campaigns and billboards can be found at visitcasper.com/about/marketing-co-op.

- PAID SOCIAL
- STATIC ADS
- LOCAL BILLBOARD
- 1/2 PAGE AD IN THE 2025 VISIT CASPER'S VISITOR'S GUIDE

WHEN: Campaigns must run during Visit Casper's 2025 fiscal year (July 1st, 2024 - June 30th, 2025). 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 2024 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 also 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 businesses 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' Winterfest (in January), 5150' Restaurant Week (in February), and 5150' Festival (in August).

Application Details

Application are due by May 3rd, 2024, 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. Application **must include the following** (next page):

1. AN OVERVIEW OF YOUR BUSINESS: This should include a short description of (a) who you are, (b) what you offer, and (c) 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 a special 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 (a) how you will spend the money, (b) why you want to spend the money on *your chosen tactic(s)*, (c) when you plan to launch your campaign, (d) the month(s) it will be running, and (e) which market(s) you plan on targeting. Your budget can be built using the prices outlines below for each available tactic.

Paid Social	Ads can run on Facebook and Instagram	\$\$\$ (varies)
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, Townsquare Media, or the Star Tribune	Contact vendors for pricing and availability
Billboard	Local billboards can be purchased through Yesco	Contact mlargent@yesco.com for pricing and availability
1/2 Page ad in Visit Casper's 2025 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.	\$1,000.00
Downtown Walking Map	The Visit Casper Downtown Walking Map is a tool for visitors when they are in destination and discovering our historic downtown district. We print 10,000 copies and have a digital version available online.	\$500.00

3. CREATIVE CONCEPTS: Depending on the marketing tactic(s) 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 outlines 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 if you need assistance:

- *Syd - Creative Coordinator* : Sydney@VisitCasper.com
- *Wayne - Director of Marketing & Communications* : Wayne@VisitCasper.com