

## Cooperative Marketing Programs

### Online Advertising

- **Free opportunities**
  - List your business on GoSoIN.com
    - Attraction, hotel, and restaurant listings
    - Event listing GoSoIN.com/things-to-do/events
    - Coupons and special offers page
- **Paid opportunities**
  - Email Marketing
    - Ad in SoIN Tourism's monthly email newsletter
      - Sent to more than 10,000 subscribers interested in travel to SoIN
      - Ad is placed between SoIN Tourism's featured blog posts
      - Click through to your URL
      - **Cost:** \$125 per ad; not to exceed 2 advertisers per email
  - Social Media
    - Sponsored post
      - Feature your business in a boosted post to SoIN Tourism's Facebook and Instagram followers (34,000+)
      - Click through to your URL
      - Reciprocal posts and trading available
      - SoIN will provide reporting on reach and engagement
      - **Requirements:** partner provides photo and copy (limit 50 words)
      - **Cost:** from \$50-\$200 per post (customizable targeting); limited to 4 partner posts per month

### Cooperative Branding

- Our Employees are SoIN
  - SoIN lapel pin for frontline employees
    - Partner pays retail price, submits proof of payment; SoIN Tourism reimburses partner for wholesale cost
- Streetlight Banners for Municipalities
  - Co-branded SoIN banners for streetlights
    - SoIN Tourism will pay 50% of total costs
    - Design must be pre-approved by SoIN Tourism

### SoIN Tourism Outreach Programs

#### Up, Up and Away in SoIN

- Bring the SoIN balloon to your event/business\* (**weekends only**)
- Partner pays pilot fees
  - If event is canceled due to weather and pilot is notified at least 3 hours prior to the event, no fees will be due
- Tethered/static displays only (no rides will be given)
- Minimum cost of \$300 is required (estimate of pilot fees)

**\*Balloon availability depends on the weather and is subject to balloon's schedule**

## **Participate in Consumer Travel Shows**

- Promote your business at travel shows – split booth cost + travel expenses
  - Columbus AAA Show (January/February)\*
  - Indianapolis AAA Show (January/February)
  - Chicago Travel and Adventure Show (January/February)
  - Nashville Southern Women’s Show
  - Louisville Tourism’s National Travel and Tourism Week celebration

## **Other Strategic Partnerships**

### **Cooperative opportunities through Visit Indiana (official state tourism office)**

- Premium online listing on VisitIndiana.com
  - Regular price: \$200
    - \$100 for SoIN Partners in good standing

### **Cooperative opportunities through Indiana Foodways Alliance**

- Be a part of the Indiana Culinary Trail, VisitIndiana.com/Cuisine
- Get a free listing on their trail, offer discounts and get featured on social media
- <http://www.indianafoodways.com/>

### **Cooperative opportunities through Ohio River Recreation Trail**

- Sign up and get a FREE listing through the Ohio River Recreation Trail and be a part of their digital guide
- The trail is to connect people to communities that sit along the Ohio River
- This can be another FREE resource to get the word out about your business with people traveling in SoIN whether you’re an attraction, shop, restaurant, hotel, etc.
- <https://www.ohioriverrecreationtrail.org/become-a-partner>

### **Cooperative opportunities through Lewis & Clark National Historic Trail**

- Sign up and get a FREE listing on the Lewis & Clark National Historic Trail’s website and interactive map
- This trail connects people 16 states and over 4,900 miles of communities
- This can be another FREE resource to get the word out about your business to anyone traveling along the trail wither you’re an attraction, shop, restaurant, hotel, etc.
- <https://lewisandclark.travel/login/>

### **Train your staff to be a Certified Tourism Ambassador®**

- Half-day class required
- Register through Louisville Tourism
- Cost: \$39 per employee
  - SoIN Tourism will pay 50% of initial cost (\$19.50) when your staff member has presented proof of course completion

**\*All programs subject to budget availability**

Interested in cooperative marketing opportunities? Please contact Luanne Mattson at (812) 280-5564 or [Luanne@GoSolN.com](mailto:Luanne@GoSolN.com).