

Cooperative Marketing Programs

Rates are for Clark and Floyd County tourism partners.

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
 - SoIN partners: ask about our matching marketing dollars.

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? Interested in opportunities and you're outside of Clark or Floy County? Please contact Luanne Mattson at (812) 280-5564 or Luanne@GoSolN.com.