

SoIN Tourism Cooperative Marketing Guidelines

SoIN Tourism is the official destination marketing organization for Clark and Floyd counties in Southern Indiana. The organization encourages people to travel to Clark and Floyd counties, bringing dollars from their communities into ours.

To help stretch our partners' marketing dollars, SoIN Tourism offers cooperative marketing to tourism-related businesses and/or events within Clark and Floyd counties.

Through our marketing efforts, we promote the destination as a whole. While we cannot serve as a company's sole marketing agency, participation in SoIN Tourism's cooperative programs can help you expand your marketing budget and reach new audiences in markets outside of SoIN.

Eligibility to Participate

If you are a tourism-related business located in Clark or Floyd counties and you are a partner in good standing (i.e., a partner listed on our website with no unpaid bills), you are eligible for cooperative marketing programs with SoIN Tourism.

Agreement to Participate

The only cash outlay for these marketing programs is the amount agreed upon for the dollar-for-dollar match.

SoIN Tourism wishes to ensure a productive partnership beneficial to both SoIN Tourism and our partners. We ask that you agree to the following conditions.

Advertising partner will:

1. Ensure your business listing on GoSoIN.com is up-to-date and correct
2. If you are promoting an event, add it to SoIN Tourism's events page by logging on to the [Partner Portal](#) or using the "[Submit Your Event](#)" link.
3. Post a direct link to GoSoIN.com on your website
 - **Wording:** "Want to find out more about our communities? [Visit GoSoIN.com](#) for trip planning ideas and comprehensive information."
 - **Placement:** provide this link on your website's home page, "Contact Us" or "Maps & Directions" page.

Materials Needed

- Social Media Ads
 - High Quality Images
 - Copy: Headline + Call to Action / Link (URL)
 - Dollar amount your business will spend (see matching fund info below)
 - Target Audience
 - **SoIN Tourism to receive assets two (2) weeks prior to the promotion**
 - **Limited to 4 per month**
- Email Newsletter Ad
 - One advertiser per newsletter
 - Graphic – 300 H x 600 W (need exact size)

- ***Send to SoIN no later than the 15th of the month to be included in the following month's email newsletter which goes out the first week of the month***
- Direct Mail
 - List
 - Copy, Call to Action
 - High Quality Images

Budget Limitations

The intent of the cooperative marketing program is to increase the reach of as many partners as possible. Each partner is limited to \$500 per quarter in SoIN Tourism matching funds and is limited to SoIN Tourism's budget constraints.

Costs

- Social Media Ads
 - Any amount if within SoIN Tourism's Budget Limitations (see above)
- Email Newsletter
 - \$125 per ad
- Direct Mail

SoIN Tourism collects and maintains lists of people interested in traveling to our destination. Those who opt-in to receive communications from us receive a copy of our Visitor Guide. The organization can rent these lists for a nominal fee. Direct mail consists of:

 - List Rental
 - Creative production:
 - Standard postcard size: 6 inches x 9 inches
 - Partner pays printing costs. If more than one partner participates, costs are shared equally or as prearranged by the partners
 - SoIN Tourism Lists
 - With more than 20,000 contacts, SoIN Tourism can market to visitors in various geographic areas who are interested in many tourism experiences, such as:
 - Arts & Culture
 - History
 - Dining
 - Golf
 - Outdoor recreation
 - Relocation
 - Shopping
 - Sports
 - Reach audiences interested in these subjects by renting our lists and paying 10 cents per name (1,000 names on a list would cost \$100, for example)

Payment

Fifty percent (50%) of the payment will be invoiced at the start of the cooperative marketing program. The balance will be invoiced when it is complete.