



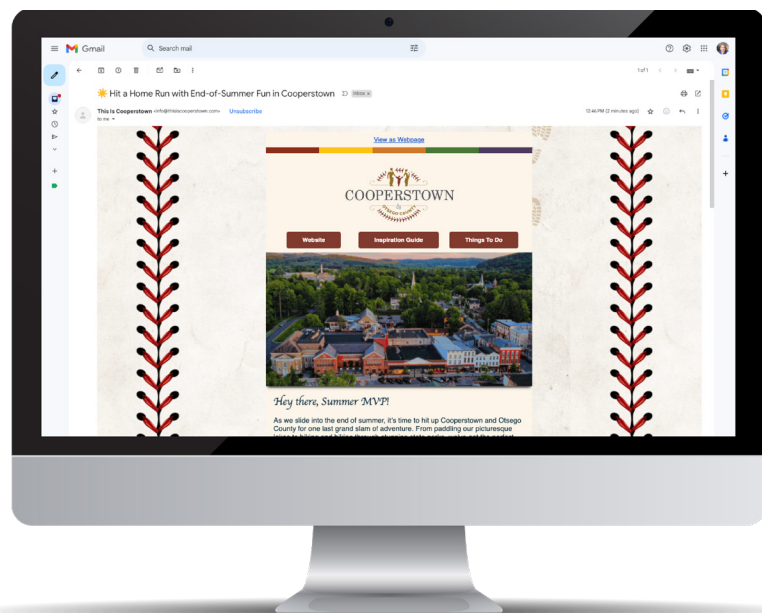
EVENT & PROMOTION PARTNERSHIP

HOW WE CAN HELP

Our Event & Promotion Partnership offers a unique chance to amplify your events and initiatives across Otsego County. As a local nonprofit, your work enriches our community, and we're here to help you gain the attention and support your mission deserves. By partnering with Destination Marketing Corporation through our local brand, **We Go Otsego**, our national brand, **This Is Cooperstown**, your events will reach a larger audience with the support of our trusted marketing channels and expertise. Our tailored promotional package focuses on maximizing visibility and engagement, connecting you with both residents and visitors who value community-driven efforts.

WHO ARE WE

The Destination Marketing Corporation (DMC), established in 2014, is a private, not-for-profit organization contracted by Otsego County to promote tourism. Funded by a portion of local occupancy tax revenue, cooperative investments with tourism partners, and a grant from the NYS Division of Tourism, the DMC serves as the county's official Tourism Promotion Agency. While we are not a Chamber of Commerce or event planner, we focus on enhancing tourism (even within our own county) through strategic marketing and partnerships.



EVENT & PROMOTION PARTNERSHIP BENEFITS

Targeted Marketing:

We feature your event on our event calendar on both of our websites.

As an Event and Promotional Partner, you add We Go Otsego and This is Cooperstown as a Co-Hosts on your Facebook event so it shows up on both of these powerful pages.

Through a three-week paid marketing campaign we target potential attendees or participants for your event or promotion in the region.

We highlight your event in our monthly eNewsletter to over 35,000 subscribers **OR** you can opt to upgrade your partnership to include a custom email about your promotion.

Local Branding Alignment:

By working with DMC, your event is associated with trusted local brands, increasing your visibility and credibility within the community.

Flexible, Impactful Exposure:

Whether it's a single-day event or a longer-term initiative, we tailor our efforts to make sure your promotion gets the boost it needs.



PRICING

\$1000: Meta Ads, 'Featured Event Tag', Facebook Co-Hosting & Partner Report.

\$650 Add On Option: A dedicated email for special events or packages.

QUESTIONS?

For more information on our Event & Promotion Partnership, please visit [ThisIsCooperstown.com/Partners](https://thisiscooperstown.com/Partners) and Event Enrollment Form or contact Ryan at ryan@thisiscooperstown.com.

