



## 2021 VISIT DUBLIN PARTNERSHIP PROGRAM

### PROMOTIONAL OPPORTUNITIES

- Exclusive participation in experiential Trails – Irish Fairy Door Trail or the Celtic Cocktail Trail.
- Year-round placement and distribution of brochures/menu/information in the Visitor and Information Center in Downtown Dublin.
- Free inclusion in Dublin Coupon Book distributed to residents, visitors, groups, sporting events & meetings. Available in print and digital.
- Access to Co-op marketing program with deeply discounted advertisements in local outlets.
- Exclusive participation in Visit Dublin campaigns such as Picnic Packs.
- Inclusion in media pitches and press trips.
- Unlimited access to the Visit Dublin photo/video library.

### DIGITAL FEATURES

- Guaranteed customizable webpage on Visit Dublin website.
- Unlimited event listings on Visit Dublin website.
- Extranet access to update your listing on Visit Dublin website with photos, coupons, specials, and more.
- Spotlights on Visit Dublin's Facebook, Twitter, Instagram, Pinterest or YouTube channels.
- Features on Visit Dublin Blog and in monthly e-newsletter.
- Social media multi-frame story features.

### 2020 QUICK LOOK

Over **775,000** pageviews to VisitDublinOhio.com

**5,500** Fairy Door Trail redemptions

**30,000+** Social followers

Database of **14,000** subscribed email addresses

Nearly **73,000,000** earned media impressions in local and regional outlets

### BUSINESS DEVELOPMENT

- Receive sales and services leads for sports events, business meetings & more (when applicable).
- Access to industry data, research, and insights.
- Social media audit and analysis.
- One-on-one social media coaching sessions.

### 2021 Annual Partnership Dues: \$300

Contact Josh Bricker at 614-792-7666 or [jbricker@visitdublinohio.com](mailto:jbricker@visitdublinohio.com).

# ADDITIONAL OPPORTUNITIES

*Exclusive to Visit Dublin Partners*



## E-NEWSLETTER SPONSOR

Digital Display advertisement on monthly email.

- 12 Monthly Emails: \$2,000
- 4 Seasonal Emails: \$150 each



## WEBSITE HEADER SLIDERS

Clickable image to specific url on the Homepage of VisitDublinOhio.com.

- 12 available: \$200
- Runs for entire month



## SPONSORED CONTENT

Blog article produced by Visit Dublin staff, posted on VisitDublinOhio.com and promoted on all social platforms.

- 6 available: \$300



## SOCIAL STORY FEATURE AND POST

Visit Dublin staff to visit business, take photo/video for Facebook and Instagram stories and in-feed feature.

- 12 available: \$100

## SPONSORSHIP

**FAIRY DOOR TRAIL SPONSOR** – \$10,000

**CELTIC COCKTAIL TRAIL SPONSOR** – \$3,000

Exclusive sponsor of the Trail. Logo included on website, Trail Guides, t-shirts, and all other Fairy Door Trail collateral.

**DUBLIN VISITOR & INFORMATION CENTER SPONSOR** – \$5,000

Presenting sponsor of the Visitor Center with internal and external signage, rotating video advertisement, dedicated brochure section and more.

**DUBLIN VISITOR & INFORMATION CENTER ADS** – \$100 (12 available)

Slide on TV and on photo wall and brochure inclusion in the Visitor Center at 9 South High Street in Downtown Dublin.

### Add-On Costs

Monthly Emails: \$2,000

Seasonal Email: \$150

Website Slider: \$200

Sponsored Content: \$300

Social Story Feature and Post: \$100