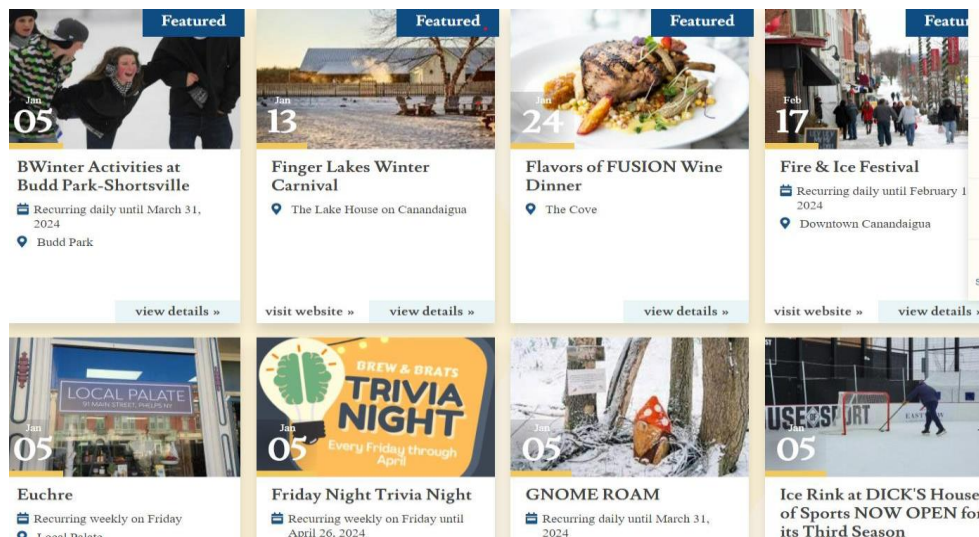


To leverage and promote off-season community events engaging at least fifteen diverse partners in Ontario County through an umbrella marketing approach to cooperative programming and messaging.

- Through our Events Page, Newsletters, Blog Posts and Tourism Thursday Event, we strive to promote all of our partner's off-season events.
- In every newsletter, especially in off season editions, we promote at least 4 partner events and provide links to the information and their site.
- Some blog posts are entirely dedicated to off season events, the events are also mentioned and hyperlinked within the article.

An example of our events page: <https://www.visitfingerlakes.com/events/>



Email Campaign Archive page:

<https://us20.campaign-archive.com/home/?u=2fe8e2d13f6d0173f2a1ee82e&id=8dcb2692ec>

Blogs dedicated to off season promotion:

<https://www.visitfingerlakes.com/blog/post/holiday-experiences-in-the-finger-lakes/>

<https://www.visitfingerlakes.com/blog/post/ways-to-celebrate-new-year/>

<https://www.visitfingerlakes.com/blog/post/things-to-do-for-valentines-day-in-the-finger-lakes/>

<https://www.visitfingerlakes.com/blog/post/plan-your-wedding-in-one-day-and-one-place-canandaigua-ny-in-the-finger-lakes/>