

Uncover a Partnership!

- Leverage our experience and expertise in the destination market
- Access to our audience for targeted marketing
- Get our attention

Partnerships 2019

Ontario County, NY
Finger Lakes
Visitors Connection
VisitFingerLakes.com

social

website

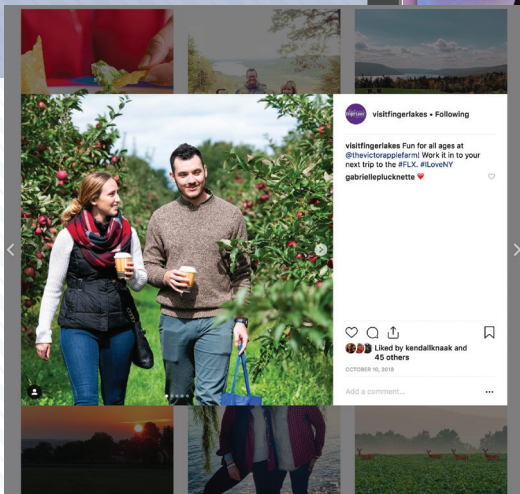
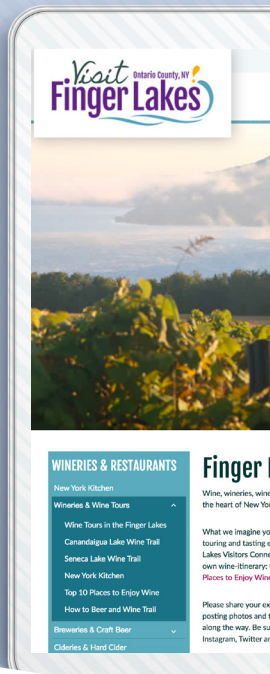
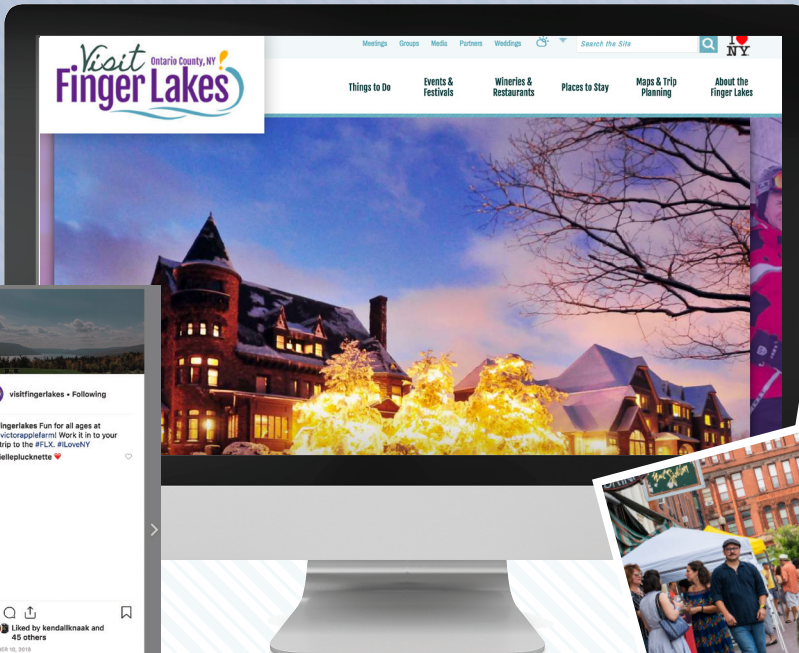
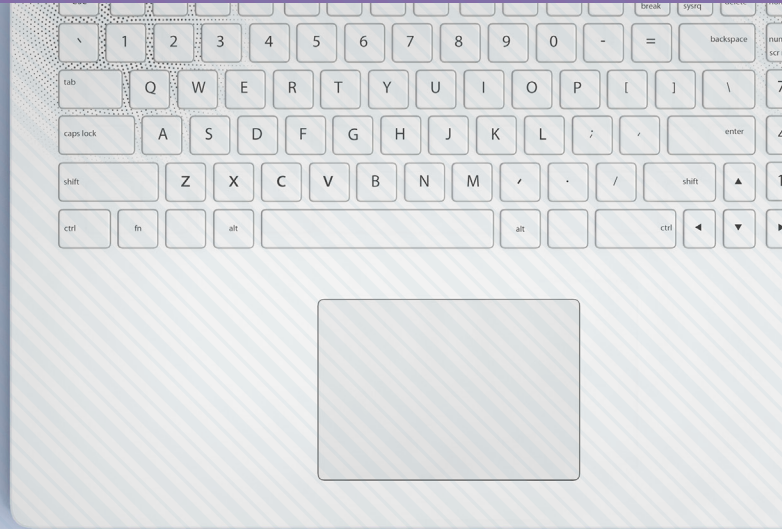
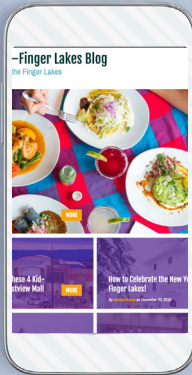
print

maps

photography

creative

strategy



Finger Lakes Visitors Connection
25 Gorham Street
Canandaigua, NY 14424
877-FUN-IN-NY | (585) 394-3915
VisitFingerLakes.com



Why hello there, friend!

Did you know that we're Ontario County's official tourism promotion agency? What does that mean? Finger Lakes Visitors Connection's mission is to create visitorship and economic vitality for our county by marketing our tourism assets and positioning our region as a premier leisure and meetings destination.

Let me break it down – we're a team of skilled marketers focused on promoting our county to people who will come here and spend money. And so we're offering the opportunity to grow a partnership between you and us to help enhance our joint marketing endeavors.

Through this partnership opportunity you'll have the chance to take advantage of our relationships with vendors to make professional services more accessible to you. So, whether that means working together to plan, create, and promote content on your business, product, attraction, or accommodation to reach a wider audience with new, fresh content to share, or partnering with us to manage your online listing on a regular basis, we've put together a plan with you in mind.

Attached you'll find an a la carte menu to provide you opportunities to take advantage of our marketing specialties and relationships.

Here's how FLVC's Partnership Program works:

1) Timing and How to Sign-up

Our partnership program will have "open enrollment" for the next 2 years – so you can join at any time. Your partnership "year" is customized to match your needs.

- Open Enrollment: January 2019 through December 2020.
- Your partnership "year": You choose, but an example would be February 15, 2019 through February 14, 2020. (Happy Valentine's Day.)
- Contract/Declaration of Intent: Get that contract to us and we'll start the two-week planning process.

2) Planning – The Two-Week Planning Process Begins:

It is important that we plan together before your contract year starts. First, we review your a la carte selections. Second, I receive your contract, and then we'll set up a meeting.

- **Your goals articulated.** We want to make sure that we understand your needs and goals so we can use our expertise to align them with our audiences. Now you have our attention! We'll work to plan your content and marketing calendar together.

3) Let the Partnership Begin!

*Do you have any questions? Are you ready to work together?
Give me a call or send me an email and let's get together to build the best
program for you!*

Melissa

Melissa Knoblauch
Partner and Community Relations Manager

(585) 394-3915 | Melissa@VisitFingerLakes.com

Services Offered

Digital

One, 4-week homepage takeover on VisitFingerLakes.com	\$500
Brand Video for promotion	\$3,000 - \$7,500*
Blog posts	\$2,000 - \$3,000*
Infographic	\$3,000 - \$5,000*
(Social) contests/promoted posts	\$500*
Digital asset updating: 4 professional photos for marketing use	\$100*
Option to purchase more	
Digital/Social Ads on FLVC social platforms	\$400*
FLVC's photo booth may be available for select VIP industry events.	TBD

**Starting prices of ranges are base price of item. The more complex the piece, the higher the price. I.e. length of ad campaign, number of management hours needed.*

Technology

Listing management/maintenance on FLVC's website by FLVC staff	\$250++
Website "audit" and consultation available for your site	\$200
4-week inclusion on "Messages on hold" on FLVC telephone system	\$150

++ Included with purchase of additional partnership services.

Traditional

Design/Copy consultation in creating new literature for your business	\$500
Ad design consultation	\$350
Design and literature review/proofreading	\$150
3-month Prominent brochure placement within FLVC outside brochure rack	\$200

Print

Inclusion in FLVC's tablet map – (30,000 printed & distributed maps)	
2019 only – Listing – Deadline: 3/15/19	\$450
2019 only – Display Ad – Deadline: 3/15/19	\$600
2020 only – Listing – Deadline: 3/15/20	\$450
2020 only – Display Ad Deadline: 3/15/20	\$600
2019 & 2020 Listing (20% discount) – Deadline: 3/15/19	\$720
2019 & 2020 Display Ad (20% discount) – Deadline: 3/15/19	\$960

Public Relations

Press release writing (1 press release upon approval of content)	\$175
1, 1-hour session with Christen on how to write press releases	\$125++

++ Limited quantity – 10 appointments available

Professional Development

Specialized training from/through FLVC	\$150
E.g.: Photoshop techniques, "Advanced" Quickbooks training, etc.	
Social Media Training with experts from Dixon Schwabl Advertising	
Half-Day Social Media training	\$640
Full-Day Social Media training	\$1,280

Added Value for Partners – (Partner inclusion in the following/priority placement)

- ✓ Influencer campaigns (local vs. national)
- ✓ Familiarization Tours
- ✓ Media Tours
- ✓ WGVA Finger Lakes News Radio (FLVC is a monthly guest on Ted Baker's show)

Other opportunities available/may be available through FLVC, but separate of our partnership program include:

- Advertising on FLVC website through Destination Travel Network
- Partner Networking/Industry ideas exchange
- Inclusion in Niche publications (e.g.: Publications on Art Galleries, Hot Spots for Cocktails, Unique Accommodations)

Finger Lakes Visitors Connection reserves the right to deny, edit, change or refine program elements at any time as the organization deems appropriate based on marketing experience and industry trend data.

Are you ready?

Mark the following menu options with what you're interested in purchasing, send it back to me, and I'll be in contact within the week to set up a meeting to finalize the plan!

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Name _____

Business _____

Phone _____

Email _____

Signature _____ Date _____

Return to Melissa Knoblauch • Finger Lakes Visitors Connection • 25 Gorham Street • Canandaigua, NY 14424
Melissa@visitfingerlakes.com