



★  
VISIT FORT  
COLLINS  
COLORADO

# 2022 PARTNERSHIP & MARKETING PACKAGE

[www.visitftcollins.com](http://www.visitftcollins.com)



## A MESSAGE FROM CYNTHIA EICHLER, PRESIDENT & CEO OF VISIT FORT COLLINS:

We recognize your ongoing investment and partnership with Visit Fort Collins is vital to our collective success. Our team truly cast a much wider networking in tandem with hotels, white water rafting, biking, craft beer, food, retail, transportation, meeting spaces, event planners, art, music, culture, city, county and the list goes on. We are grateful for each of you and the opportunity to partner together. We invite you to continue the journey with us.

Your ongoing investment and partnership with Visit Fort Collins is vitally important. We know every penny of every budget must deliver a significant value for you. We are committed to delivering meaningful results. We take our responsibility to represent our community, stakeholders, businesses, neighbors, and friends seriously.

**Your partnership is important.**

# CHOOSE YOUR INVESTEMENT LEVEL

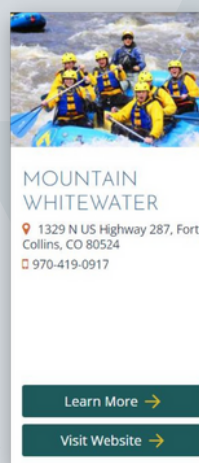
## PREMIUM PARTNERSHIP



- Top placement (in alphabetical order)
- 10 photos
- 100-word description
- Description teaser on listing page
- Multiple categories on the website
- Access to the Partner Portal

**\$525 Annually**

## BASIC PARTNERSHIP

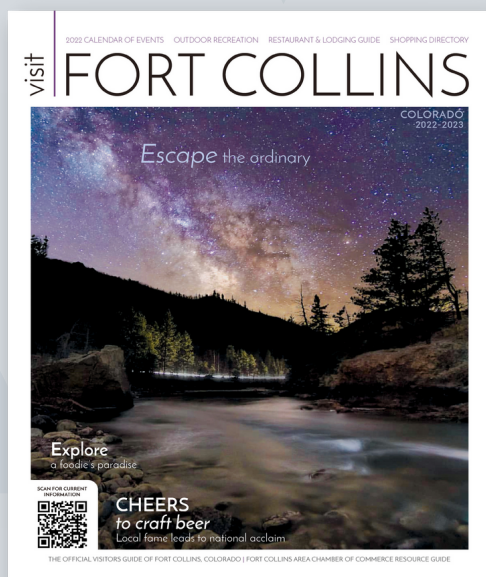


- 1 photo
- 30-word description
- Placement after premium listings (in alphabetical order)
- No teaser included
- Access to the Partner Portal

**\$395 Annually**

# MARKETING TOOLS TO RAISE YOUR PROFILE

## OFFICIAL VISITORS GUIDE



- Printed and Digital Issues
- Mailed locally, nationally, and internationally to those requesting a copy on [www.visitftcollins.com](http://www.visitftcollins.com) and [Colorado.com](http://Colorado.com)
- The guide directs visitors to find listings and real-time information on [visitftcollins.com](http://visitftcollins.com)

### DISTRIBUTION TO:

- Fort Collins Hotels and Lodging Partners
- 10 Colorado Welcome Centers, Downtown Information Center & other visitor centers
- Colorado State University
- Relocation Packets & Real Estate
- Chamber of Commerce
- Welcome Packets for Groups

# MARKETING TOOLS TO RAISE YOUR PROFILE

## CALENDAR OF EVENTS & WEEKLY HAPPENINGS



Boost your events by posting on the community calendar!

- One of the **Top Most Visited Pages** on our website.
- Event Spotlight in Weekly Happenings Newsletter - **33% open rate**
- Opt-in newsletter distributed to hotels, residents, CSU parents and students, visitors.

## BLOG ITENERARIES & E-NEWSLETTTER SPOTLIGHTS



Website: **1,450,000+** page views annually

Visitor Newsletters: **30,000+** Recipients

Facebook: **21,500+** Followers

Instagram: **47,000+** Followers

Continued growing presence on Pinterest, Twitter, Tik Tok, and YouTube.

## MARKETING & EDUCATION RESOURCES



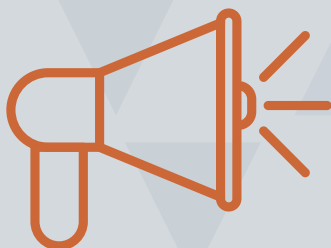
- Representation and insight on relevant issues and topics from the City of Fort Collins, Business Associations, Chamber of Commerce, Community Forums, Regional Partners, & Colorado Tourism Office.
- Access to Research Studies on visitor demographics, economic impact, etc

## CO-OP MARKETING CAMPAGINS



Feature your events, promotions, etc. in Visit Fort Collins' seasonal campaigns. Leverage social channels, Google Ad words, etc.

## ADVOCACY



Visit Fort Collins staff advocates on behalf of our business partners for the success of our community as a tourism destination. Involvement starts at the City level and extends to the State, to the industry in its entirety.

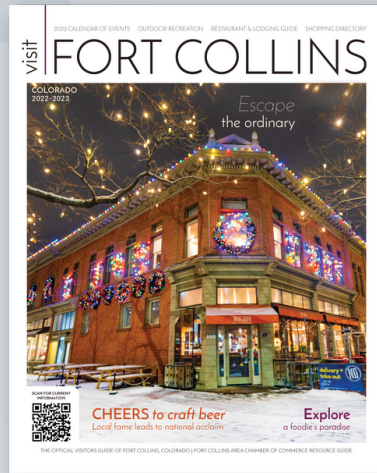


# ADDITIONAL ADVERTISEMENT OPPORTUNITIES

*These opportunities require an additional investment.*

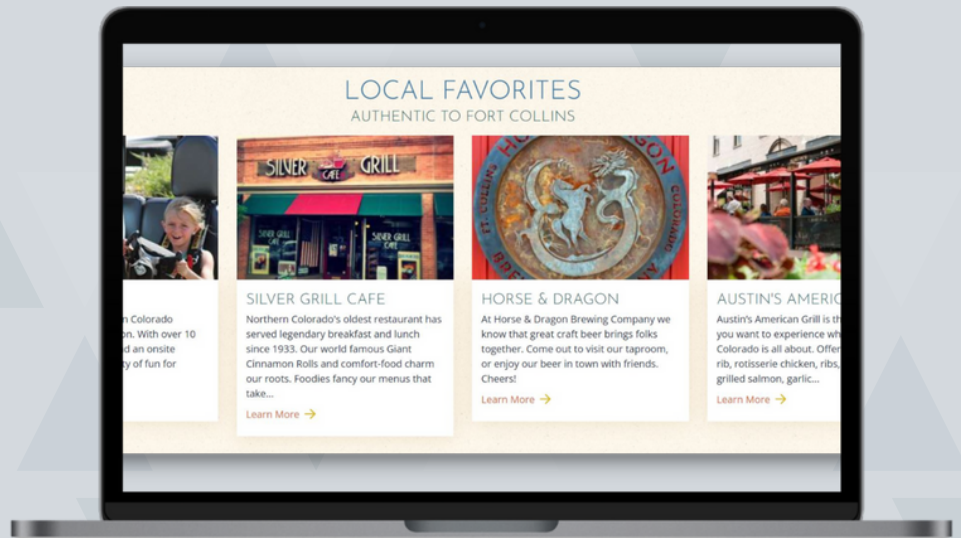
## VISITORS GUIDE ADVERTISEMENTS

Guarantee yourself a larger presence in the visitor guide. Opportunities range from 1/6 page to full page.



## WEBSITE ADVERTISEMENTS

Enhance your exposure on [www.visitftcollins.com](http://www.visitftcollins.com) with Destination Travel Network (DTN). Opportunities range from Spotlights Features, Run of Site options, Header Images, and Mobile Banners.



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