

★
VISIT FORT
COLLINS
COLORADO

2024 MARKETING PACKAGE

www.visitftcollins.com

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

Visit Fort Collins is dedicated to promoting Fort Collins as a top destination for visitors from all around the world.

We work hard to showcase the unique culture, natural beauty, and vibrant community that make Fort Collins such a special place to visit. By becoming a partner with us, your business will have the opportunity to be part of something truly remarkable.

You'll have access to a network of fellow businesses, marketing and sales support, educational opportunities and the chance to be a part of exciting events and initiatives that will help to promote your business and Fort Collins as a whole. With your support, we can make Fort Collins an authentic destination experience for travelers and ensure our city continues to thrive.

If you have any questions about becoming a partner or would like more information, please don't hesitate to reach out. We would be happy to chat with you and help you get started.

CHOOSE YOUR INVESTEMENT LEVEL

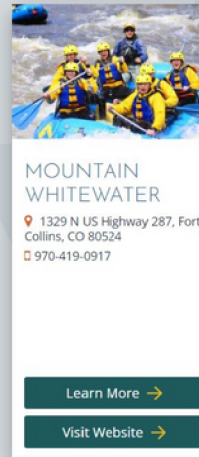
PREMIUM PARTNERSHIP



- 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

FEATURED PARTNERSHIP

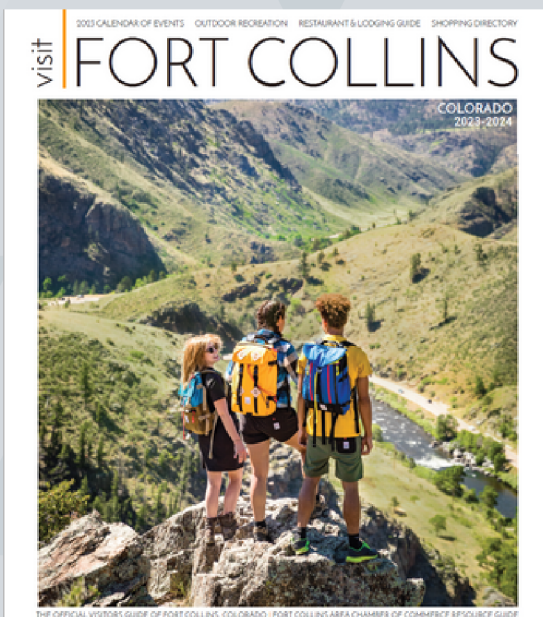


- 1 photo
- 30-word description
- Placement after premium listings (in alphabetical order)
- No teaser included
- Access to the Partner Portal

\$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 and Colorado.com
- The guide directs visitors to find listings and real-time information on 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

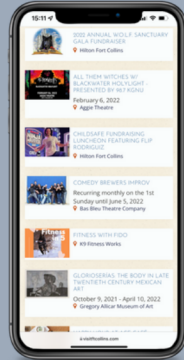
MARKETING TOOLS TO RAISE YOUR PROFILE

VISIT FORT COLLINS PARTNER PORTAL



Our Partner Portal will grant you easy access to your partnership with Visit Fort Collins. The portal allows you to control your web presence on **www.visitfortcollins.com**. You can update your listing, change contact information, review your benefits, add deals & promotions, and so much more, all in one spot

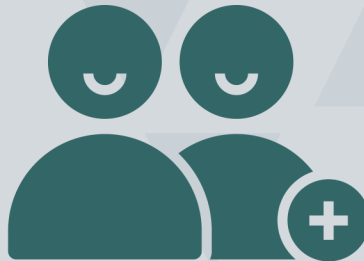
CALENDAR OF EVENTS & WEEKLY HAPPENINGS



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 - **37% open rate**
- Opt-in newsletter distributed to hotels, residents, CSU parents and students, visitors.

BLOG ITINERARIES & E-NEWSLETTER SPOTLIGHTS



Website: **2,000,000+** page views annually

Visitor Newsletters: **22,000+** Recipients

Facebook: **27,000+** Followers

Instagram: **49,000+** Followers

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

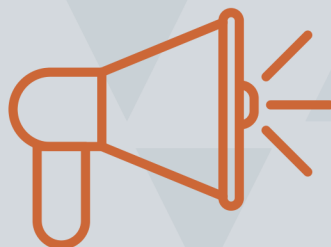
CO-OP MARKETING CAMPAGINS & EDUCATION RESOURCES



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

- 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.

ADVOCACY



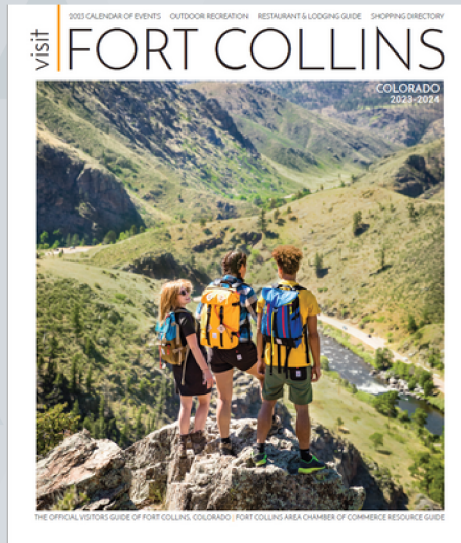
Visit Fort Collins staff advocates on behalf of our business partners for the success of our community as a tourism destination. Involvement starts at the City level and extends to the State, to the industry in its entirety.

ADDITIONAL ADVERTISEMENT OPPORTUNITIES

These opportunities require an additional investment.

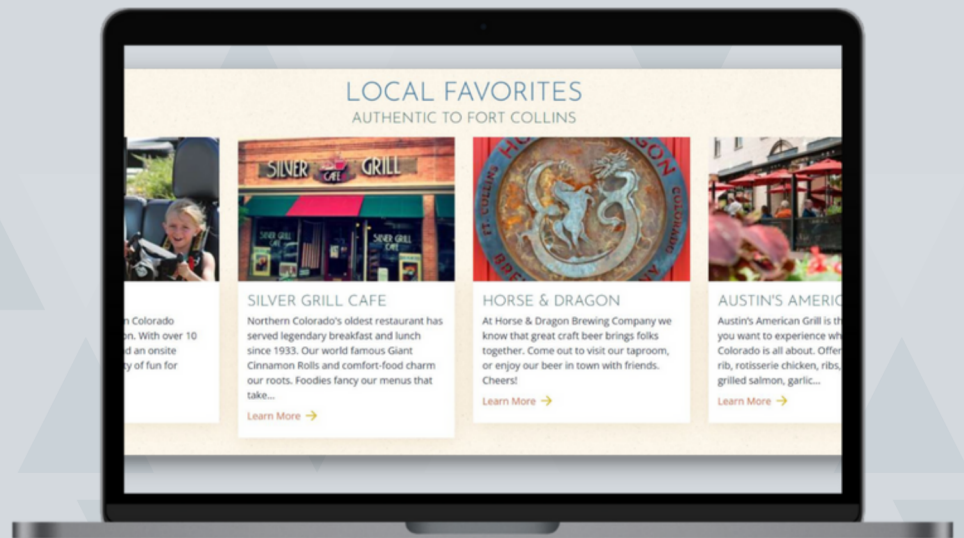
VISITORS GUIDE ADVERTISEMENTS

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 with Destination Travel Network (DTN). Opportunities range from Spotlights Features, Run of Site options, Header Images, and Mobile Banners.



1 Old Town Square, Suite 107
visitftcollins.com



Abby Davidson

Partnership Manager
970.786.0136
abby@ftcollins.com

