

★  
VISIT FORT  
COLLINS  
COLORADO

# 2023 PARTNERSHIP & MARKETING PACKAGE

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

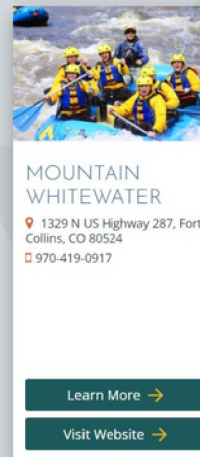
### PREMIUM PARTNERSHIP



- 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

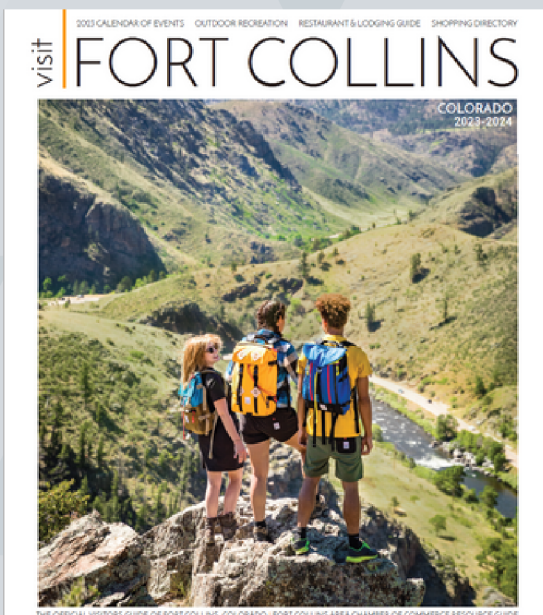


- 1 photo
- 30-word description
- Placement after premium listings (in alphabetical order)
- No teaser included
- Access to the Partner Portal

**\$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](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

## 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

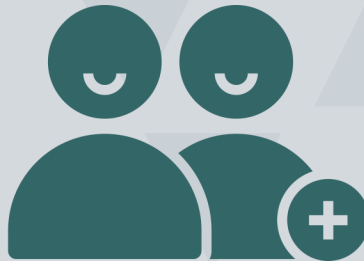
## CALENDAR OF EVENTS & WEEKLY HAPPENINGS



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.

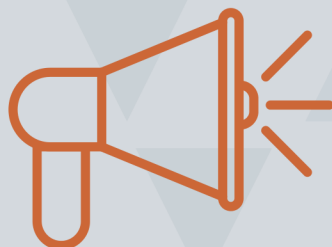
## CO-OP MARKETING CAMPAGINS & EDUCATION RESOURCES



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.

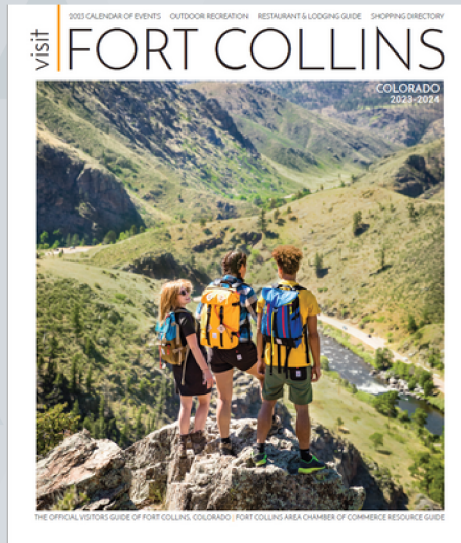


# ADDITIONAL ADVERTISEMENT OPPORTUNITIES

*These opportunities require an additional investment.*

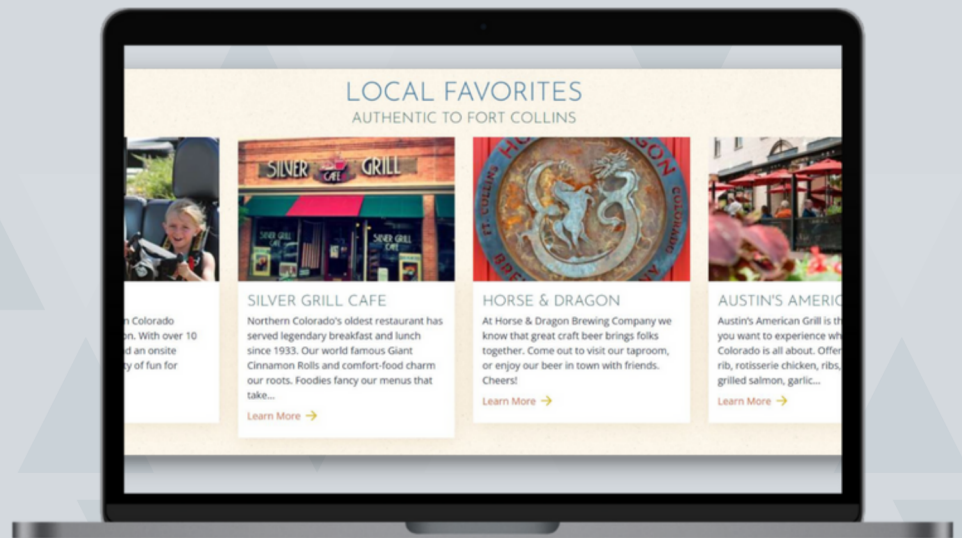
## VISITORS GUIDE ADVERTISEMENTS

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](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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