



2021 Partnership & Marketing Package

Visit Fort Collins Partners,

We recognize your on-going investment and partnership with Visit Fort Collins is vital to our collective success. Our team truly cast a much wider net working 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.

There is an African proverb that reminds us "If you want to go fast, go alone. If you want to go far, go together." Now more than ever, going together is crucial. Together in communication, actions, commitments, projects, innovation, entrepreneurship, and relationships.

We invite you to continue the journey with us. We make sure we stay up-to-date on the latest information from organizations such as US Travel, Destinations International, Colorado Tourism Office, Colorado Office of Economic Development, Outdoor Recreation Association, ETA Sports, Connect Meetings, Tour Colorado, Destination Colorado in addition to conversations closer to home such as with the leadership of the City of Fort Collins, Larimer County, Downtown Development Authority, The Fort Collins Chamber of Commerce and Small Business Development Council. We keep tourism at the table. We market, advertise, pitch public relations and coordinate meetings for a place we all love and call home.

We recognize your on-going 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 deliver meaningful results. We take our responsibility to represent our community, stake holders, businesses, neighbors, and friends seriously. Your partnership is important.



Thank you for your trust and investment in Fort Collins,

Cynthia Eichler
President & CEO, Visit Fort Collins
cynthia@ftcollins.com

STEP 1: Choose Investment Level



WEB LISTING PREMIUM:

- Top placement
- 10 photos
- 100 word description
- Description teaser on listing page
- Multiple Categories

\$525 ANNUALLY



BLACK BOTTLE BREWERY

1611 S. College Ave., Fort Collins, CO 80525
970-493-2337

A new brewery from Ft. Collins native "Captain Nook", who chose to follow his passion and taste buds...

[Learn More →](#)

[Visit Website →](#)



WEB LISTING BASIC:

- 1 photo
- 30 word description
- Alphabetical placement after premium listings in guide
- No teaser Included

\$395 ANNUALLY



MOUNTAIN IRIS CAFE

221 W Prospect Rd, Fort Collins, CO 80526

[Learn More →](#)

[Visit Website →](#)

www.VisitFortCollins.com

STEP 2: Elevate Your Partnership

Choose direct mail to maximize your exposure.



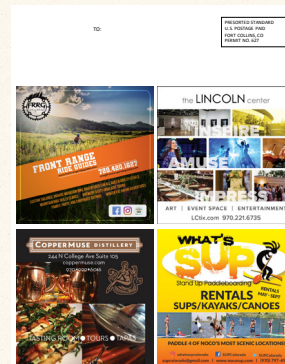
Targeted Mail Advertising Space

20,000+ distributed

\$200 Annually

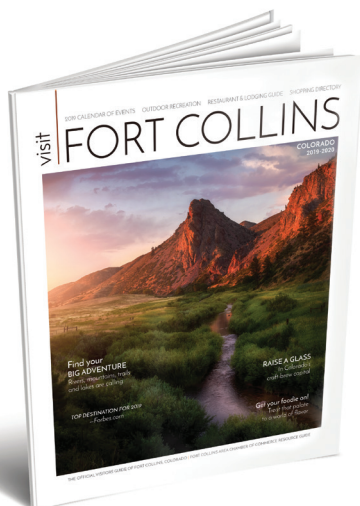
Limited to 4 businesses

Reach visitors that have requested information on Fort Collins. These mailers are sent weekly with the Official Visitor Guide.



STEP 3: FREE Marketing Tools to Raise your Profile

**Official
Visitors Guide**



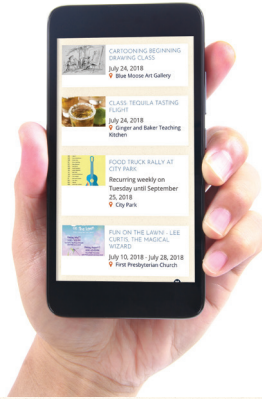
- Printed and Digital Issues
- Mailed locally, nationally and internationally to those requesting a copy on www.visitftcollins.com and Colorado.com
- Guide directs visitors to find listings and real-time information on visitftcollins.com

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

STEP 3: FREE Marketing Tools to Raise your Profile *(continued)*

Calendar of Events & Weekly Happenings



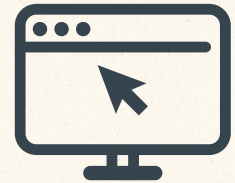
Boost your events by posting on the community calendar

- **2nd Most Visited Page** on website.
- Event Spotlight in Weekly Happenings Newsletter. **33% open rate**
- Opt-in newsletter distributed to hotels, residents, CSU parents and students, visitors.

Blog Itineraries & E-newsletter Spotlights



- Website:
1,000,000+ page views annually
- Visitor newsletters:
60,000+ recipients
- Facebook:
18,000+ Followers



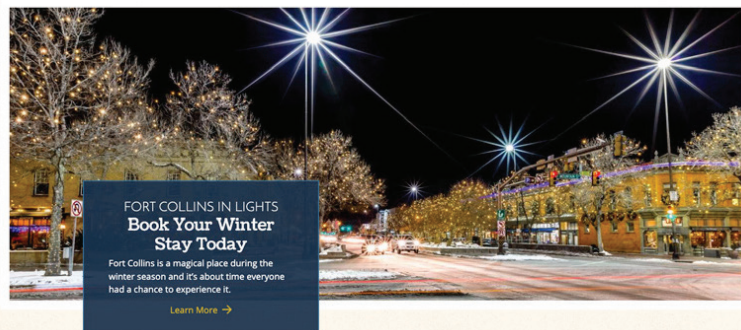
Marketing & Education Resources



- Attend Seminars on Social Media Trends and Tools, Industry updates, Travel Media, Leveraging Visit Fort Collins
- Online portal with webinars, marketing tips, Media Kit, leveraging Visit Fort Collins to reach tourists.
- Representation and insight on relevant issues and topics from 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 Campaigns

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



Advocacy



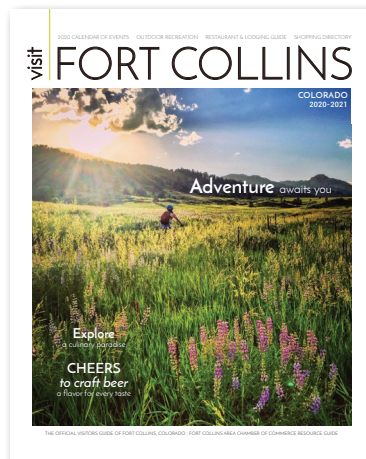
Visit Fort Collins staff advocates on behalf of our business partners for the success of our community as a tourism destination. Involvement starts at the City level and extends to the State, to the industry in its entirety.

Additional Advertisement opportunities*

*These opportunities are additional opportunities requiring an additional investment.

Visitor 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.

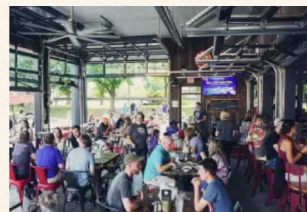
LOCAL FAVORITES AUTHENTIC TO FORT COLLINS



SILVER GRILL CAFE

Northern Colorado's oldest restaurant has served legendary breakfast and lunch since 1933. Our world famous Giant Cinnamon Rolls and comfort-food charm our roots. Foodies fancy our menus that take...

[Learn More →](#)



OTTO PINT

Signature pizzas, craft beers and local spirits come together in a truly unique setting that is "Colorado cool" through and through.

[Learn More →](#)



MAXLINE BREWING

Maxline Brewing's commitment to quality malts, hops, water, and yeast matches their passion for brewing enticing beer. Make Maxline Brewing your own.

[Learn More →](#)



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