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

- **WEB LISTING BASIC:**
  - 1 photo
  - 30 word description
  - Alphabetical placement after premium listings in guide
  - No teaser Included
  - $395 ANNUALLY

**WEB LISTING PREMIUM:**
- BLACK BOTTLE BREWERY
  - 1611 S. College Ave., Fort Collins, CO 80525
  - 970-493-2337
  - A new brewery from Ft. Collins native “Captain Nock”, who chose to follow his passion and taste buds...

**WEB LISTING BASIC:**
- MOUNTAIN IRIS CAFE
  - 221 W Prospect Rd, Fort Collins, CO 80526

www.VisitFortCollins.com

**STEP 2: Elevate Your Partnership**

- 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**

- 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

**Official Visitors Guide**
**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.

---

**Justin Koroneos**

Partnership Manager

303.717.6293

justin@ftcollins.com

1 Old Town Square, Suite 107
VisitftCollins.com