



KANSAS

TO THE STARS

PARTNERSHIP OPPORTUNITIES

**Co-Op Marketing, Programs,
Resources & More**

Updated March 22, 2021

Kansas Tourism Division

Kansas Department of Wildlife, Parks and Tourism

Welcome!

As you can tell, this ‘Co-Op Book’ looks a little different than it has in the past. In the spirit of highlighting our efforts to grow our partnerships with the Kansas tourism industry, we have expanded this booklet from mostly marketing opportunities into a reflection of the many ways we can partner together to make Kansas a desirable location for travelers.

This year’s book will not be printed but will instead be hosted online to ensure that it’s a living document that is responsive to new opportunities throughout the year. We will continually update this document with exciting new offerings and resources as they become available. New updates to the book will be easy to find with a ‘NEW!’ flag. We will notify the industry via the Travel Talk and Travel Talk Lite newsletters and the latest updated date will be reflected on the cover of the book.

In addition, using a digital format for this book also allows us to easily send you to webpages for additional information on many of the topics. You can navigate to this information by using the buttons below many of the opportunities.

If you have questions about any of the opprtunities listed in the book, please reach directly out to its assigned contact. We’re happy to help you in any way that we can as you plan your marketing, research and educational opportunities throughout the year.

To the Stars, friends...
Kansas Tourism Team

To the stars

TABLE OF CONTENTS

Marketing & PR

Social Media..... 3

TravelKS.com..... 4

Printed Publications 6

Email Marketing..... 7

Public Relations..... 8

Travel Information Centers 9

State Fair..... 10

Research

Event Impact Calculator 11

Tourism Economic Impact Study..... 11

See Source 11

Other Resources

Grant Opportunities 12

Signage..... 12

Crowdriff..... 12

Touism Industry Facebook Group 13

Virtual Huddles 13

Travel Talk & Travel Talk Lite..... 13

Wholesale Gear Program..... 13

Facebook Blueprint..... 14

Kansas Tourism Team Contacts 15

SOCIAL MEDIA

Showcase your community, business or attraction on the official Kansas Tourism social media accounts.

Facebook

Accounts:

Kansas Tourism, @TravelKS
KANSAS! Magazine, @KansasMagazine
Kansas Byways, @KSByways
Kansas Agritourism, @KSAgritourism

Guidelines:

- Kansas Tourism limits to one paid piece of content per week per account.
- Scheduled posting days are first come, first serve. Request specific dates you're interested in early to ensure availability.
- Price is for single Facebook account. Contact Jordan for package pricing.
- Post-performance analytics will be provided.
- Cost includes a \$5 boost to optimized audiences (as determined by Kansas Tourism Staff).
- Boost amount can be increased with additional cost.
- Event Posts:
 - Due 2 weeks before the date for posting.
 - Submit the event on TravelKS.com. The event will be promoted on Facebook and Instagram upon approval.
 - Include a high-resolution image with no text or ads.
 - Keep your social post copy short, punchy and engaging and include your hashtag and #ToTheStarsKS.

Featured Posts:

- Link to content such as a blog post, new attraction, coupon, or other feature posted on TravelKS.com.
- Website content must include a high-resolution image with no text, ads, or PDFs.

COST:

\$25 / Event Post
\$35 / Featured Post

Instagram

Accounts:

Kansas Tourism, @KansasTourism
KANSAS! Magazine, @KansasMagazine
Kansas Byways, @KSByways

Guidelines:

- Limit of 8 Single Posts per month, 2 per week.
- Limit of 10 Single Stories per week, 3 maximum per day.
- Limit of 4 Insta Packages per month.
- Scheduled posting days are first come, first serve request specific dates you're interested in early to ensure availability.
- Use a high-resolution image with no text on the image.
- Use generic and specific hashtags and include #ToTheStarsKS.
- Post includes your account tagged in images and location tag.
- Post-performance analytics available upon request.
- Keep your social post copy short, punchy and engaging and include your hashtag and #ToTheStarsKS.

Single Post or Single Story:

This includes 1 post or 1 story to the Kansas Tourism Instagram account.

Insta Package:

This package includes 1 post, 3-5 stories and a link in bio for three days to relevant content on TravelKS.com (such as blogs, event listing, etc.)

COST:

\$10 / Story
\$25 / Post
\$35 / Insta Package

SOCIAL MEDIA CONTACT

Jordan Roemerman

(785) 296-5403

jordan.roemerman@ks.gov

TravelKS.com

FREE

Featured Blog

Show the world an experience unique to your corner of Kansas. Blog traffic on TravelKS.com has continued to rise over the last year, so submitting a featured blog is a great way to draw attention to your community.

Top performing blog post categories include nature (waterfalls, beaches, hiking trails, etc.), listicles (Top 10 Reasons to...) and event write ups. Other topics currently performing well are things that travelers feel safe doing while COVID-19 is still active. Think wide open spaces, drives, 'hidden gems' without a ton of foot traffic, etc. If it is 'Covid Friendly' make sure to include keywords like 'fun things to do during COVID' for an additional SEO boost.

Production Requirements:

- Must be written from an experience style and related to Kansas and tourism.
- Copy, images, bio and picture of the author is required.
- Include links to TravelKS.com and outside sources to boost SEO.
- Kansas Tourism will review before approval.
- For SEO purposes, blog article must not exist elsewhere.
- Social post possible if it fits in with Tourism marketing calendar.

Cost:
Free

CONTACT
Colby Sharples-Terry
(785) 296-6292
colby.sharplesterry@ks.gov

FREE

TravelKS.com Business/Attraction Listing

Use free listings on TravelKS.com to promote your local businesses and attractions. Travels come to our site to plan their trip, so finding things to do and places to stay is a big draw to our website. Keep in mind, listings that contain more information (multiple photos, social media links, website info, amenity info, etc.) display higher on our lists, so make sure that each listing you manage is filled to the brim with good information.

Login to TravelKSIndustry.com or contact your destination marketing organization to list your destination or event on the calendar.

Production Requirements:

All listings must include an image and meet the criteria.

Cost:
Free

CONTACT
Kelli Hilliard
(785) 296-4922
kelli.hilliard@ks.gov

FREE

TravelKS.com City Page

Show off your city with a free searchable page on TravelKS.com. Pages are customizable with location photos, links to listing, and even Instagram galleries for authenticated users.

Cost:
Free

CONTACT
Kelli Hilliard
(785) 296-4922
kelli.hilliard@ks.gov

FREE

TravelKS.com Event Listing

Use free listings on TravelKS.com to promote your local events. The events page on TravelKS.com ranks among the top five total views every month.

Login to TravelKSIndustry.com or contact your destination marketing organization to list your destination or event on the calendar.

Production Requirements:

All events must include an image and meet the criteria.

Cost:

Free

CONTACT

Kelli Hilliard

(785) 296-4922

kelli.hilliard@ks.gov

FREE

Coupons and Special Offers

Travelers are always looking for a great deal, and having your local businesses and attractions offer great coupons is an easy way to get noticed on TravelKS.com.

Production Requirements:

- Must have coupon image and redeemable dates.
- Upload instructions and tips at link below.

Cost:

Free

CONTACT

Kelli Hilliard

(785) 296-4922

kelli.hilliard@ks.gov

Display Ads on TravelKS.com

Help your listing get noticed by purchasing additional display ads on TravelKS.com. These ad spaces feel natural to the website and allow travelers to view your listing front and center without recognizing that they are seeing an ad. Placements can include a header image sponsor for pages devoted to listings, as premium content pieces above the fold on landing and listing pages, highlighted listings and much more!

These ads are placed on pages relevant to your destination, ensuring that the people who see your placement are already interested in what you have to offer.

Production Requirements:

- All ads are subject to approval by the Kansas Tourism team.
- This offer is limited to only Kansas entities.
- DTN Express is now available through TravelKS.com extranet as a quick-purchase platform. For more information and to request access to the DTN Express portal please contact Jordan.

Cost:

Varies

CONTACT

Jordan Roerman

(785) 296-5403

jordan.roerman@ks.gov

Printed Publications

Tourism Division

Travel Guide

The annual Kansas Official Travel Guide is a lucrative way to feature attractions, restaurants, lodging, campsites, shopping, parks, and byways. You can participate in the Travel Guide in two ways: listings and display ads.

Next Publication Date:
Deadline:

October 2021

Placement & Material

Listings - Annually in June.
Display Ads - Annually in August.

Target:
All visitors to Kansas.

Circulation:
Annually in November,
Free distribution, 350,000 copies printed

Listings

The listings featured in the guide are an economical way to display the essential information about local attractions.

- \$80 for early bird pricing on **GENERAL listing** (available April – May 31st)
- \$120 for early bird pricing on **HIGHLIGHTED Listing** (available April – May 31st)
- \$90 regular price for **GENERAL listing**
- \$130 regular price for **HIGHLIGHTED listing**

Display Ads

Display Ads allow your location/business/etc. to get creative with your advertising and be seen in more high-visibility locations in

LISTINGS CONTACT

Andrea Etzel
(785) 296-7091
andrea.etzel@ks.gov

DISPLAY ADS CONTACT

Kim Sommerfeldt
Meredith Publishing
kim.sommerfeldt@meredith.com

KANSAS! Magazine

This high-quality, subscription-based lifestyle magazine features master photography and engaging stories.

Target:
Kansans and those who love to explore the Sunflower State.

Reach:
25,000 Circulation, 73% of subscribers live in Kansas, average HHI \$60,000.

2021 Issues:
January February May August November

Ad Sizes:

- Full page - 7.875" w x 10.375" h
- ½ Page - 7.875" w x 5" h
- ¼ Page - 3.75" w x 5" h

Ad Placement Deadline:

Ad placements due 2 months prior to issue date. Provide media contact with a high-resolution ad of 300 DPI or above according to size specifications.

Cost:
Varies

CONTACT
Andrea Etzel
(785) 296-7091
andrea.etzel@ks.gov

Don't forget as you are planning ahead, the next edition of the biannual Byways of Kansas Guide will be released in 2022. Ad placement deadline is May 2022.

Printed Publications

KDWPT, Wildlife Division

Kansas Hunting and Furharvesting Regulations

Put your message into the hands of Kansas hunters and visiting out-of-staters who rely on this guide for Kansas game regulations.

Next Publication Date:

August 2021

Target:

Hunters

Placement & Material Deadline:

Ads due early July 2021.
Call for sizes and pricing

CONTACT FOR KDWPT PUBS.

Shane G. Gilster

Solo Tree Media

(402) 742-0125

shanegilster@gmail.com

Circulation:

Free distribution,
295,000 copies printed.

Kansas Fishing Regulations

Reach Kansas anglers and visiting out-of-staters who rely on this guide for Kansas fishing information.

Next Publication Date:

January 2021

Target:

Anglers

Placement & Material Deadline:

Ads due mid-November 2020.
Call for ad sizes and pricing

CONTACT FOR KDWPT PUBS.

Shane G. Gilster

Solo Tree Media

(402) 742-0125

shanegilster@gmail.com

Circulation:

Free distribution,
255,000 copies printed

Email Marketing

Visitor Email Ad - Event or Attraction

Promote your event in a monthly email blast sent to around 20,000 subscribers to TravelKS.com e-newsletters. Events must be already submitted on TravelKS.com. The email blast is sent the last Friday of each month with a focus on the upcoming month.

Put your information in front of 20,000 active TravelKS.com e-newsletter subscribers with an email featuring your content exclusively. Limited to 4 per month. First come, first served basis.

Deadline:

15th of the month before your event.

CONTACT

Jordan Roerman

(785) 296-5403

jordan.roerman@ks.gov

Cost:

\$50

Industry Email Sponsorship

Promote your business or service to the Kansas Tourism Industry by sponsoring a Travel Talk Lite (weekly email) or a full Travel Talk (monthly email.) The emails are sent to the 3,000+ tourism industry members in the Kansas Tourism database. A Travel Talk Sponsorship will receive the brand name, a short description of company or service and logo. A Travel Talk Lite Sponsorship will feature brand name and logo in the email.

Deadline:

Travel Talk Lite - Tuesday prior to Friday publication
Travel Talk - The 15th of the desired publication month

CONTACT

Kelli Hilliard

(785) 296-4922

kelli.hilliard@ks.gov

Cost:

Travel Talk Lite - \$50
Travel Talk - \$200

Public Relations

Kansas Media Event

Hosted by KDWPT, the Kansas Media Event provides journalists with a one-stop networking opportunity to speak with travel destinations across the state.

Every year is a little bit different, but this is your opportunity to promote your community or attraction to national, regional or local outlets and writers. Location and event details will be announced January 2021.

Cost:

\$500 / community or attraction

CONTACT

Colby Sharples-Terry
(785) 296-6292
colby.sharplesterry@ks.gov

PR Newswire Partner

Be included in our press releases via PR Newswire. Service reaches thousands of media outlets, websites, and online databases. First come, first serve, with only six openings per press release.

Dates:

October, January, April, July

Deadline:

The 1st of the previous month.

Cost:

\$250 / press release 150 words max

CONTACT

Colby Sharples-Terry
(785) 296-6292
colby.sharplesterry@ks.gov

Travel Information Centers

KDWPT manages two state Travel Information Centers (TICs) located in Goodland and Belle Plaine. The following opportunities are available to reach over 200,000 TIC visitors annually.

FREE

Brochure Placement

Place your brochures and publications at the Goodland or Belle Plaine TIC to promote your attractions, events, destination dining and lodging. All materials must have advance approval before placement.

Cost:

Free

CONTACT

Mona Carver

(785) 899-6695

mona.carver@ks.gov

Travel Center Kansas Showcase

Promote your destination or business with a week-long display or promotion at the Goodland or Belle Plaine TIC. Booking is first come, first served.

Exposure:

Up to 10,000 travelers per week.

Cost:

\$100 / Location / Showcase

CONTACT

Mona Carver

(785) 899-6695

mona.carver@ks.gov

Travel Center Backlit Advertising

Target your message directly to travelers with beautiful backlit wall signs at the Goodland or Belle Plaine TIC.

Exposure:

Approximately 120,000 travelers per year, per travel center.

Added Value:

Inclusion in one Travel Center Kansas Showcase.

Size:

Belle Plaine Trim: 27.25" x 40.5" | Visual: 24.16" x 38"

Goodland Trim: 22.25" x 34.5" | Visual 21.25" x 33.5"

Cost:

- \$1,800 per location for January through December
- \$600 per location for three-month event marketing

A 4-color vertical Duratran for fluorescent lighting must be provided by the advertiser.

CONTACT

Mona Carver

(785) 899-6695

mona.carver@ks.gov

Refreshment or Hand Sanitizer Host

Sponsor refreshments for a month to promote your destination or business at the Goodland TIC. Not available at the Belle Plaine location. Booking is first come, first served.

Exposure:

Up to 10,000 travelers per week.

Cost:

\$150 / month

CONTACT

Mona Carver

(785) 899-6695

mona.carver@ks.gov

Kansas State Fair

FREE

Spotlight Community/Coalition/Association

Kansas State Fair hosts approximately 350,000 attendees each year, most of whom are Kansas residents who are excited to pick up Kansas tourism information. Come share the Kansas Tourism booth space for a full or partial day!

You must provide a prize or prizes valued at least \$50 for the daily drawing. You can choose to provide a promotional item to be distributed at the booth during your reserved shift. Details of the prize and promotional items must be worked out in advance with Kansas Tourism.

Available Dates:

September 10-19, 2021

Schedule:

Time slots available from 11:00 am - 7:00 pm.

Location:

Kansas State Fairgrounds Pride of Kansas Building Hutchinson

Website:

KansasStateFair.com

Deadline:

July 1, or until each day is reserved on a first come first served basis.

Cost:

Free

CONTACT

Andrea Etzel

(785) 296-7091

andrea.etzel@ks.gov

FREE

Event Impact Calculator

This free tool on TravelKS.com allows you to estimate the impact of several types of events. You can determine quantifiable induced, direct and indirect impacts of an event and benefits are measured in terms of output/spending, job creation, corresponding payroll, and tax receipts (state & local). Calculating these benefits provides the ability to quickly evaluate economic impact and ROI for sponsorship requests, tracking and reporting.

Custom reports can be prepared for a business meeting, convention, festivals and cultural events, sports and trade shows.

Cost:
Free

CONTACT

Taylor Hartshorn
(785) 296-8951

taylor.hartshorn@ks.gov

SeeSource

SeeSource allows DMOs to determine number of visitors, visitor spending, most popular attractions, marketing results and competitor data through cell phone geolocation data and data derived from US credit card spending.

Kansas Tourism will sponsor 25% of your local costs and SeeSource will match that commitment until the allotted funding runs out. This effectively gives your community a 50% discount, so these co-op funds are expected to deplete quickly.

Cost:
Varies

SEE SOURCE CONTACT

Matthew Godfrey

matthew@seesource.com

FREE

Statewide Economic Impact of Travel in Kansas Report

Kansas Tourism contracts with Tourism Economics, an Oxford Economics Company, to conduct an economic impact study of tourism in Kansas. This report enables us to quantify, track and compare travel and tourism's importance for Kansas' economic prosperity.

CONTACT

Taylor Hartshorn
(785) 296-8951

taylor.hartshorn@ks.gov

City or County Tourism Economic Impact Study

Utilizing the Statewide Economic Impact Report mentioned above, narrow the data to a county or city level. This study includes comprehensive analysis of sales, production, employment, growth, visitor spending and taxes. This pricing is valid through October 31 for previous year's report.

Cost:

- County Analysis: \$2,500
- City Analysis: \$5,700

CONTACT

Taylor Hartshorn
(785) 296-8951

taylor.hartshorn@ks.gov

Grant & Scholarship Opportunities

Kansas Tourism offers two opportunities for grants: marketing and attraction development grants. We also offer a scholarship opportunity for industry members to further the professional development and education.

Attraction Development Grant

This grant is designed to provide assistance in the development of new tourism attractions or the enhancement of existing attractions within the State.

Grant Application Deadlines:
April 30th

Marketing Grant

The Tourism Marketing Grant Program (TMGP) was developed as an ongoing grant program designed to assist organizations in innovative, dedicated advertising and marketing.

Grant Application Deadlines:
January 1st - March award
August 1st - October award

Scholarship Program

Kansas Tourism will reimburse scholarship awardees for costs associated with out-of-state workshops, seminars, and conferences and for registration cost for in-state workshops, seminars, and conferences that promote ongoing education related to tourism development, marketing, industry trends, and tourism research.

Application deadlines:
Application must be received prior to attending the conference, seminar or workshop

CONTACT
Taylor Hartshorn
(785) 296-8951
taylor.hartshorn@ks.gov

Signage

The Tourism Signage Program was developed to increase awareness for travelers and residents of tourism operations and attractions. It ensures that road signage for tourism attractions is consistent with road safety and other road and traffic objectives, and provides effective guidance in directing tourists and visitors to tourism facilities.

CONTACT
Taylor Hartshorn
(785) 296-8951
taylor.hartshorn@ks.gov

Crowdriff

Crowdriff is a platform that enables your team to view, store and request rights to user generated content from social media platforms. There are two ways to connect with Kansas Tourism on Crowdriff.

1. Authenticating your Instagram account through Crowdriff (a FREE option) will allow Kansas Tourism to easily use the photos from your organization's Instagram in marketing materials or social media posts.
2. By purchasing the use of Crowdriff for your team, you can allow Kansas Tourism to view and use the user generated content that you love from your community.

CONTACT
Jordan Roemerman
(785) 296-5403
jordan.roemerman@ks.gov

FREE

Kansas Tourism Industry Facebook Group

Be sure and join the Kansas Tourism Industry Facebook Group for frequent updates and requests from the Kansas Tourism Office. You'll find interesting articles, webinar opportunities and quick-turnaround requests for information in this group.

FREE

Virtual Huddles

The Travel Industry Association of Kansas and Kansas Tourism have partnered together to create the Virtual Huddles. These bi-weekly virtual meetings include timely industry updates and speakers representing a variety of topics.

CONTACT
Kelli Hilliard
(785) 296-4922
kelli.hilliard@ks.gov

FREE

Travel Talk & Travel Talk Lite

Travel Talk

Travel Talk is the monthly voice from the Kansas Tourism office. Stay up to date on news, events, initiatives, ways to get involved and much more. If you are in our database you should automatically be receiving this e-newsletter, if not, please reach out to Kelli Hilliard.

Travel Talk Lite

Travel Talk Lite is the weekly voice from the Kansas Tourism office. Get the latest updates, suggested webinars, inspiration from the industry and much more. If you are in our database you should automatically be receiving this e-newsletter, if not, please reach out to Kelli Hilliard.

CONTACT
Kelli Hilliard
(785) 296-4922
kelli.hilliard@ks.gov

NEW

Wholesale Kansas Tourism Gear

Have a gift shop or visitor's information center that you'd love to sell Kansas Tourism merch in? We're introducing a wholesale gear option to meet those needs. Please contact Jordan Roerman for additional information.

CONTACT
Jordan Roerman
(785) 296-5403
jordan.roerman@ks.gov

FREE

Facebook Blueprint

Facebook Blueprint offers free courses for Facebook, Instagram and Messenger for all skill levels. With courses ranging from lead generation to bringing your business to life with Stories, these courses can help take your social media marketing to the next level.

KANSAS TOURISM TEAM

Bridgette Jobe

Director of Tourism

(785) 296-3870

bridgette.jobe@ks.gov

Kelli Hilliard

Industry Relations Manager

(785) 296-4922

kelli.hilliard@ks.gov

Jordan Roemerman

Marketing Manager

(785) 296-5403

jordan.roemerman@ks.gov

Sue Stringer

Byways and Agritourism
Manager

(785) 296-1847

sue.stringer@ks.gov

Taylor Hartshorn

Fiscal & Research Manager

(785) 296-8951

taylor.hartshorn@ks.gov

Andrea Etzel

Publications Manager

(785) 296-7091

andrea.etzel@ks.gov

Colby Sharples-Terry

PR & Communications Manager

(785) 296-6292

colby.sharplesterry@ks.gov

Jaimee Salalac

Administrative Specialist

(785) 296-8478

jaimee.salalac@ks.gov

Mona Carver

Travel Information Centers
Manager - Goodland

(785) 899-6695

mona.carver@ks.gov

Christy Scott

Contracted TIC Manager -
Belle Plaine

(620) 326-5123

christy.scott@ks.gov

