

# PARTNERSHIP OPPORTUNITIES

Co-Op Marketing, Programs,  
Resources & More

Updated: October 15, 2023



# INTRODUCTION

Welcome back to Kansas Tourism’s Partnership Opportunities book!

This publication details the many opportunities for you to partner with Kansas Tourism, both free and paid.

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*

# A FEW REMINDERS

We will continue to update this document with exciting new offerings, resources and updates as they become available. Updates will be announced via Travel Talk and Travel Talk Lite newsletters.

- The date of the document’s latest update is found on the cover.
- New updates to the book will be easy to find with a ‘NEW!’ flag.
- Be sure to use the button functionality on some opportunities to navigate directly to additional information.

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*to the stars*

## 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 spooky places, event previews, and content about hidden gems.

#### 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.
- An accompanying social post is possible if it fits in with Tourism marketing calendar.

**Cost:**  
Free

**CONTACT**  
Colby Sharples-Terry  
(785) 230-4888  
[colby.sharplesterry@ks.gov](mailto:colby.sharplesterry@ks.gov)

FREE

### TravelKS.com Business/Attraction Listing

Use free listings on TravelKS.com to promote your local businesses and attractions. Travelers 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 at TravelKSIndustry.com or contact your destination marketing organization to list your destination.

#### Production Requirements:

All listings must include an image and meet the criteria.

**Cost:**  
Free

**CONTACT**  
Kelli Orender  
(785) 213-7420  
[kelli.orender@ks.gov](mailto:kelli.orender@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**  
Hunter Feyerherm  
(785) 230-9952  
[hunter.feyerherm@ks.gov](mailto:hunter.feyerherm@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 Orender

(785) 213-7420

[kelli.orender@ks.gov](mailto:kelli.orender@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.
- These opportunities can be uploaded at TravelKSIndustry.com.

### Cost:

Free

### CONTACT

Kelli Orender

(785) 213-7420

[kelli.orender@ks.gov](mailto:kelli.orender@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 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. These display ads are sold and supported by our partner, Destination Travel Network (DTN).

### Production Requirements:

- All ads are subject to approval by the Kansas Tourism team.
- This offer is limited to only Kansas entities.

### Cost:

Varies

### CONTACT

Jordan Roerman

(785) 338-6066

[jordan.roerman@ks.gov](mailto:jordan.roerman@ks.gov)

FREE

## Extranet Training & More

Take control of your presence on TravelKS.com. Schedule your FREE training to learn about all the resources that Kansas Tourism can assist you with promoting your business and community to travelers.

### Cost:

Free

### CONTACT

Kelli Orender

(785) 213-7420

[kelli.orender@ks.gov](mailto:kelli.orender@ks.gov)

## SOCIAL MEDIA

Showcase your community, business, event or attraction on the official Kansas Tourism social media accounts. Contact Jordan for bundle requests and pricing.

### Facebook

#### Accounts:

Kansas Tourism, @TravelKS  
KANSAS! Magazine, @KansasMagazine  
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 upon request.

#### Posts:

- Can include link to content such as a blog post, new attraction, coupon, or other feature posted on TravelKS.com.
- Can 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.
- When developing post copy include profile handles (@XYZ) that you'd like tagged.

#### COST:

\$35 / Post

### Instagram

#### Accounts:

Kansas Tourism, @KansasTourism  
KANSAS! Magazine, @KansasMagazine

#### 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.**
- 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.
- When developing post copy include profile handles (@XYZ) that you'd like tagged.

#### 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 our bio's link-tree to relevant content on TravelKS.com (such as blogs, event listing, etc.) to remain up for at least 7 days.

#### COST:

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

#### CONTACT

Jordan Roerman  
(785) 338-6066

[jordan.roerman@ks.gov](mailto: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:

November 2023

##### Placement & Material Deadline:

Listings - January - Early Bird Pricing

March - Regular Pricing

Display Ads – Annually in August.

##### Target:

All visitors to Kansas.

##### Circulation:

Annually in November,

Free distribution, 350,000 copies printed

#### Travel Guide Listings

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

Each community receives one free DMO listing. Note: All DMOs/CVBs must enter and submit their free listing through the Extranet.

Pricing for the 2025 Travel Guide will be announced in a future edition of Travel Talk.

#### LISTINGS CONTACT

Andrea Etzel

(785) 213-0126

[andrea.etzel@ks.gov](mailto:andrea.etzel@ks.gov)

#### Travel Guide Display Ads

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

Ranges in price. Please contact Meredith Publishing to learn more.

#### DISPLAY ADS CONTACT

Kim Sommerfeldt

Dotdash Meredith

[kim.sommerfeldt@dotdashmdp.com](mailto:kim.sommerfeldt@dotdashmdp.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.

##### 2024 Issues:

February, April, July, September & 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) 213-0126

[andrea.etzel@ks.gov](mailto:andrea.etzel@ks.gov)

## Travel Information Centers

Kansas Tourism 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](mailto: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](mailto: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](mailto: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](mailto:mona.carver@ks.gov)

## Sunflower Seed Packets

NEW

### Sunflower Seed Packets

Have you seen our popular sunflower seed packet giveaways and wondered how you can get some of your own? We are now offering wholesale orders at cost of production (\$0.50 per packet.) In addition to being great traveler giveaways, these packets can also be used as part of a creative speaker/FAM gift.

Smaller orders (100-1,000 packets) can come out of our in-office stock, but we ask that larger orders (1,000+ packets) be placed with a month's lead time to make sure we are able to source them for you.

#### CONTACT

Jaimee Salalac  
(785) 296-2009  
[jaimee.salalac@ks.gov](mailto:jaimee.salalac@ks.gov)

## Agritourism

NEW

### K-State Ag Communications Collaboration

As an added benefit to being a registered agritourism business, Kansas Tourism has partnered with Kansas State University's Agricultural Communications and Journalism students to provide an opportunity for producers to enhance their marketing materials, as well as learn industry best practices for marketing resources. This program is free to any registered business looking to update or enhance their business marketing needs.

#### CONTACT

Kesley Wendling  
(785)-230-4299  
[kelsey.wendling@ks.gov](mailto:kelsey.wendling@ks.gov)



## Research

FREE

### Event Impact Calculator

This free tool on TravelKS.com can estimate the impact of several types of events. It can determine quantifiable direct, and indirect/induced 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 provide the ability to 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**  
Babette Dixon  
(785) 496-0230  
[babette.dixon1@ks.gov](mailto:babette.dixon1@ks.gov)

## Datafy

Datafy (formerly 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 Datafy 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. This program is first-come, first-serve.

**Cost:**  
Varies

**DATAFY CONTACT**  
Nika Jalali  
(858)-472-4459  
[nika@datafyhq.com](mailto:nika@datafyhq.com)

## RESEARCH & REPORTS

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**  
Babette Dixon  
(785) 496-0230  
[babette.dixon1@ks.gov](mailto:babette.dixon1@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: \$3,000
- City Analysis: \$6,250

**CONTACT**  
Babette Dixon  
(785) 496-0230  
[babette.dixon1@ks.gov](mailto:babette.dixon1@ks.gov)

## Grant Opportunities

Kansas Tourism offers two opportunities for grants: marketing and attraction development grants.

### 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.

#### Fall Grant:

**Opens:** August 1st | **Deadline:** October 1st

**Grant Award Announcement:** Early November

#### Spring Grant:

**Opens:** February 1st | **Deadline:** April 1st

**Grant Award Announced:** May

### 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.

**Opens:** June 1st | **Deadline:** August 1st

**Grant Award Announced:** Early September

#### CONTACT

Carrie Doud

(785) 249-0182

[carrie.doud@ks.gov](mailto:carrie.doud@ks.gov)

## Signage

Kansas Tourism partners with the Kansas Department of Transportation on the Tourism Attraction Signage Program. Kansas Tourism oversees the application portion of the process, while KDOT oversees approvals, creation and installation.

#### CONTACT

Lisa Hecker

(785) 230-5609

[lisa.hecker@ks.gov](mailto:lisa.hecker@ks.gov)

## Wholesale Kansas Tourism Gear

Have a gift shop or visitor's information center that you'd love to sell Kansas Tourism merch in? We have wholesale gear available! Contact Jordan for pricing and minimum quantity information.

#### CONTACT

Jordan Roerman

(785) 338-6066

[jordan.roerman@ks.gov](mailto:jordan.roerman@ks.gov)

#### FREE

## Crowdriff

Crowdriff is a platform that enables your team to view, store and request rights to user generated content from social media platforms.

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.

#### CONTACT

Jordan Roerman

(785) 338-6066

[jordan.roerman@ks.gov](mailto:jordan.roerman@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.

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FREE

## Kansas Agritourism Industry Facebook Group

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

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FREE

## Agritourism Newsletter

Registered agritourism operators now have access to a monthly e-newsletter that covers industry updates and opportunities you'll need to know. If you are a registered agritourism operator and do not receive the newsletter, please contact Kelsey Wendling.

### CONTACT

Kesley Wendling  
(785)-230-4299  
[kelsey.wendling@ks.gov](mailto:kelsey.wendling@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 Orender.

### 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 Orender.

### CONTACT

Kelli Orender  
(785) 213-7420  
[kelli.orender@ks.gov](mailto:kelli.orender@ks.gov)

FREE

## Virtual Huddles

The Travel Industry Association of Kansas and Kansas Tourism have partnered to create monthly Virtual Huddles. These virtual meetings include timely industry updates and speakers representing a variety of topics. To receive alerts and Huddle Zoom links make sure you are signed up for Travel Talk (info found above.)

### CONTACT

Kelli Orender  
(785) 213-7420  
[kelli.orender@ks.gov](mailto:kelli.orender@ks.gov)

# KANSAS TOURISM TEAM

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