

DISCOVER LONG ISLAND®



2023 PARTNERSHIP PROGRAM

Who We Are

Discover Long Island is Long Island's only accredited Destination Marketing Organization.

WE ARE EXPERIENCED with more than 43 years dedicated to strengthening Long Island's \$6.3 billion tourism economy.

WE ARE THE TRUSTED RESOURCE with a website that maintains the highest-ranking Google search result for "Long Island" organically.

WE HAVE AN UNRIVALED REACH with the largest and most engaged audience for Long Island leisure through 10 prolific social media accounts, among other outlets, that reach local, regional, national and international consumers.

WE ARE EXPERTS with a team of masters in video production, journalism, graphic design, and social media specializing in hospitality & tourism industries, retail, restaurants, arts & culture, entertainment, transportation, small business, and more.

WE ARE CONTENT BEASTS producing unparalleled custom content produced in house daily, designed to attract consumers to area businesses and attractions.

WE ARE AWARD-WINNING STORYTELLERS who have been named "Best Social Media" in the nation and "Best Branding and Marketing Campaign" by leading industry authority: US Travel Association.

We are Discover Long Island.

Where You *Be* LONG®

DISCOVERLONGISLAND.COM



What you can expect:

EXPOSURE that reaches local, national & international audiences

SURGE in social media following & engagement by leveraging our:

- Audience of millions of opt-in subscribers
- Database of Long Island customers and enthusiasts
- Qualified social influencer relationships

RESULT-DRIVEN promotion that drives traffic to your business with:

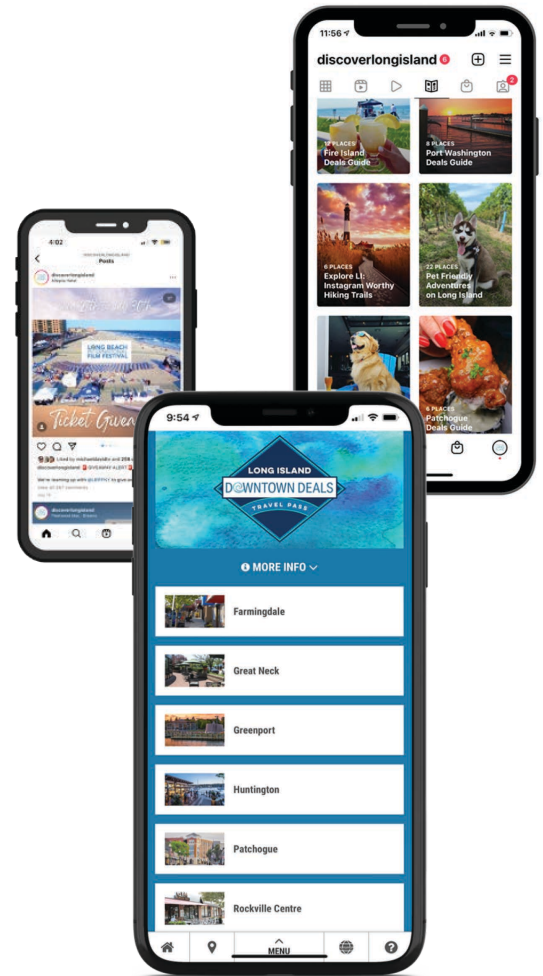
- Cutting-edge technology
- Exclusive visitor data
- Exclusive customer insights
- Clear measurements & reports

UNRIVALED EXPERIENCE with expertise in:

- Customer conversion into actionable sales
- Dynamic content creation
- Tourism & Hospitality business messaging and marketing
- Graphic design, video production and online/social media

ACCESS to:

- Millions of engaged and interested Long Island customers
- Business and industry networking events
- Cutting edge educational and industry news and trends
- I LOVE NY state tourism global audience
- Media and influencers seeking Long Island information

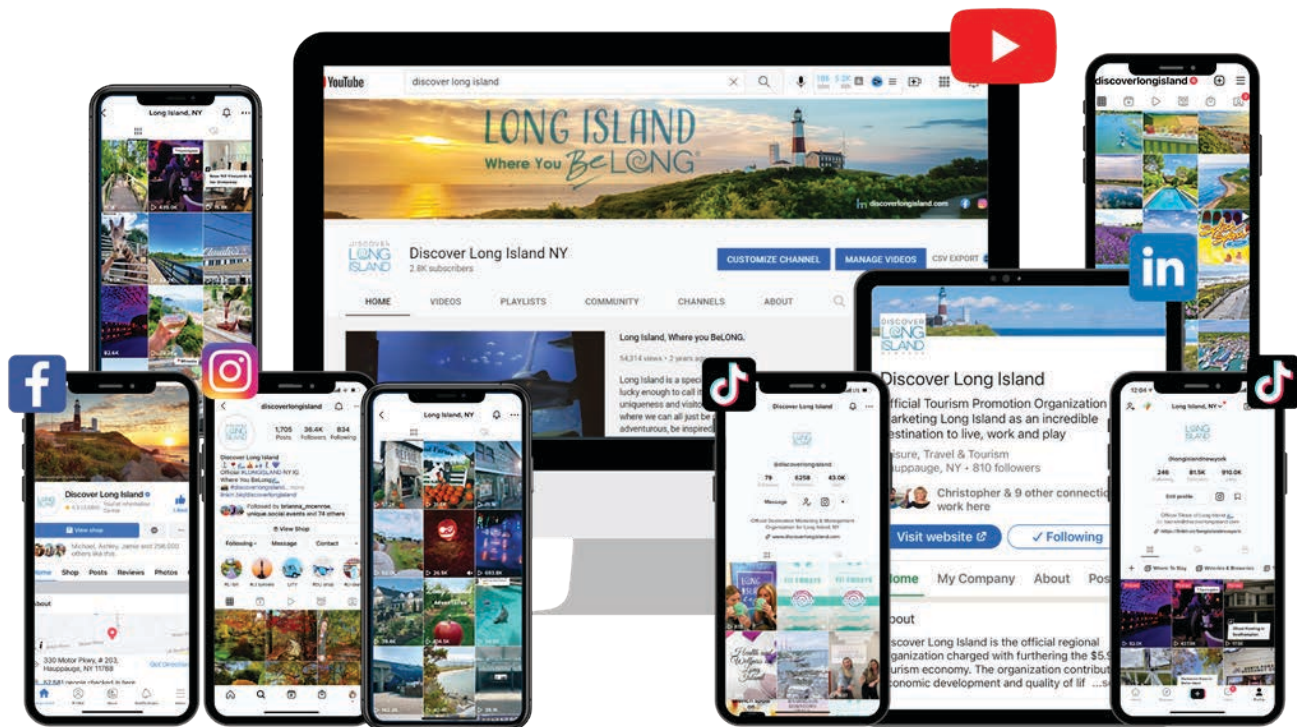


How we do it:

- Interactive tech-driven and SEO savvy DiscoverLongIsland.com
- 24/7 placements on 10 different social media channels
- Search engine optimization ensuring Google search prioritization
- Interactive maps and 360 degree videos
- Weekly newsletters, blogs and press releases
- Trip itineraries
- Long Island Tea Podcast series
- Long Island TV Youtube series & custom videos
- Mobile Travel Passes and Apps



Our Audience



10 Million+
social media viewers

1.4 Million+
unique website visitors

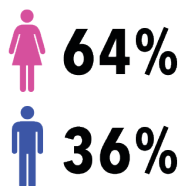
1 Million+
followers/subscribers

56,000+
opt-in email subscribers

Exposure to
I ♥ NY
audiences including
8.7 million
unique website visitors
1.8 million
welcome center visitors

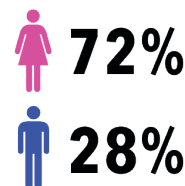
OUR SOCIAL MEDIA DEMOGRAPHICS

FACEBOOK



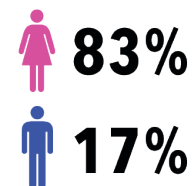
Dominant Age Range: 25-65+
92% Reside in US

INSTAGRAM



Dominant Age Range: 25-45
66% Reside in US

TIKTOK



100 million monthly
active users in the US

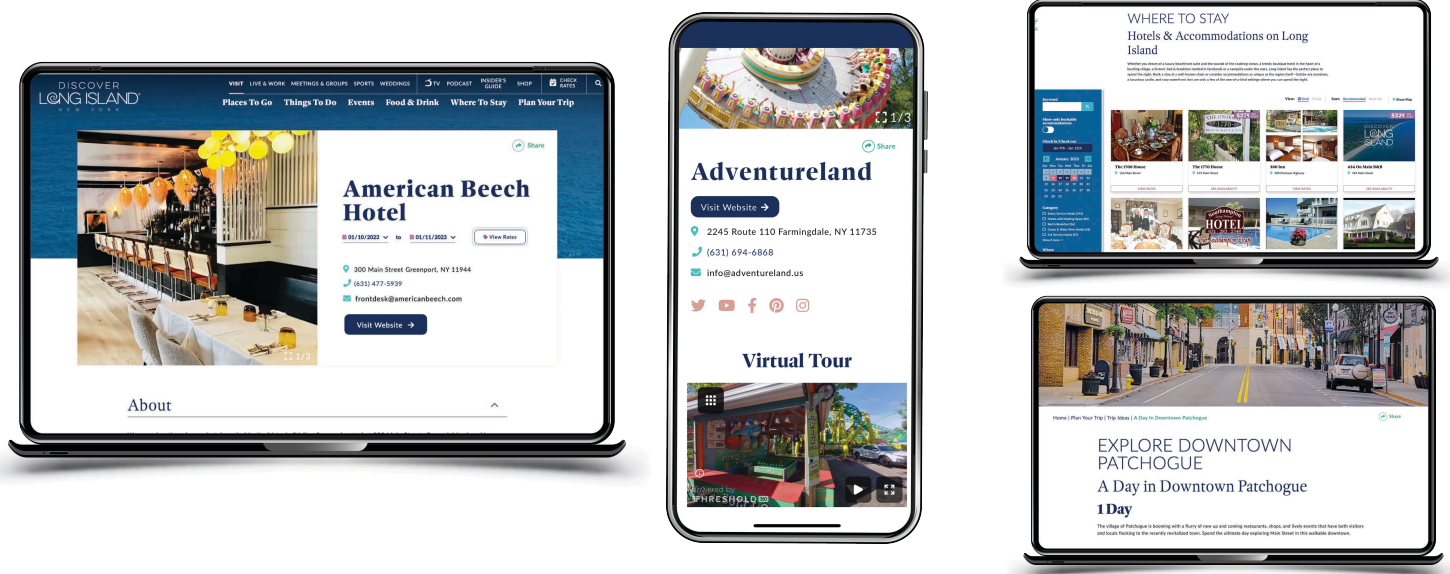
Where You **BeLONG**

DISCOVERLONGISLAND.COM



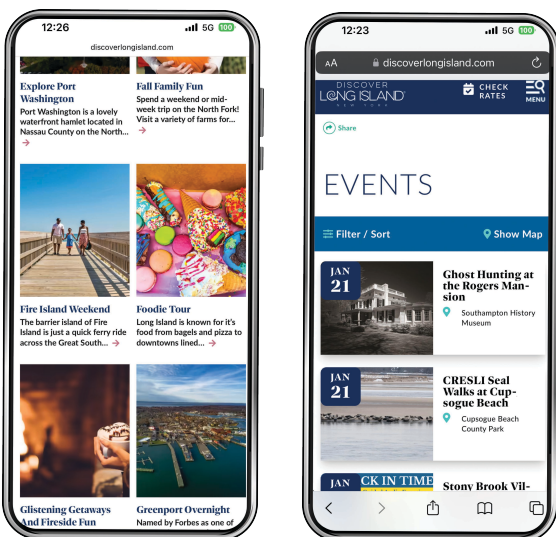
Website Exposure & Partner Portal

Partners do not just receive a banner advertisement or post on our award-winning website. We feature a customized, dedicated business page for each of our members which includes, Google Maps location information, images, videos, website links, social media handles and more. Plus features in our Trip Ideas, Blog, Trip Planner, and Events Calendar.



New design that showcases our partners better than ever!

As the most trusted resource for Long Island information, entertainment and amenities, our website organically maintains the highest-ranking Google search result for “Long Island” – receiving 1.4 million unique views from those actively seeking Long Island leisure opportunities.



Control and update your page 24/7 through our Member-Only Partner Portal with:

- Your business description, images, contact information, website links, social media handles
- Events and special offers with direct links and images
- A custom 360-degree virtual tour video (with purchase of Tier 3 package)
- Customized reports on your page's activity



Custom Content Creation

Discover Long Island's award-winning team of experts in marketing, graphic design, video production, and social media develop attractive, engaging content that will drive traffic to your business.



Award Winning Content:

Nation's Best Social Media: US Travel Association 2021
 Long Island TV: Telly Award 2022
 Long Island Tea Podcast: Innovation in Podcasting Award 2022



Where You *Be* LONG®

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Plans & Packages

SERVICES	TIER 1	TIER 2	TIER 3	TIER 4	TIER 5
Dedicated Website Page	★	★	★	★	★
Exclusive Industry Newsletter	★	★	★	★	★
Exclusive Networking Events	★	★	★	★	★
Guaranteed Features		★ 3	★ 5	★ 7	★ 12
360° Virtual Tour Video			★	★	★
Advertisement in Inspirational Guide			★ 1/3 Page	★ 1/2 Page	★ Full Page
Quarterly Reports on Customer Tracking & Profiles				★	★
Custom Video (valued at \$5,000+)					★
COST	\$300 /YR	\$500 /YR	\$2,500 /YR	\$7,500 /YR	\$1,500 /MO

Want more or less? Call or email us to learn how we can amplify your business.

Membership@discoverlongisland.com - 631.951.3900

To sign up, visit: DiscoverLongIsland.com/parnters

