

# DISCOVER LONG ISLAND®



## 2022 PARTNERSHIP PROGRAM

### WHO WE ARE

**WE ARE 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 our website maintaining 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**

*With unparalleled custom content produced in house daily, designed to attract consumers to area businesses and attractions*

**WE ARE AWARD-WINNING STORYTELLERS**

*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.**



# 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:

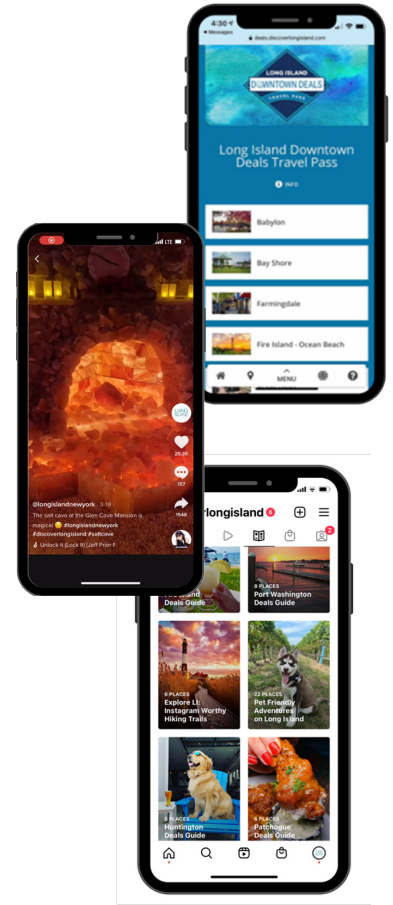
- Cutting-edge technology
- Exclusive visitor data
- Exclusive customer insights
- Clear measurements & reports

**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

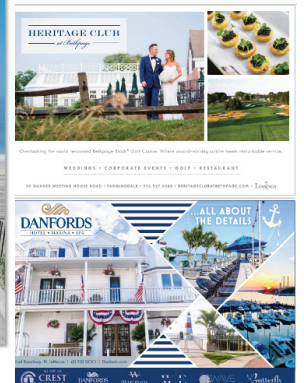


# HOW WE DO IT

- 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



**100,000+ DISTRIBUTION**

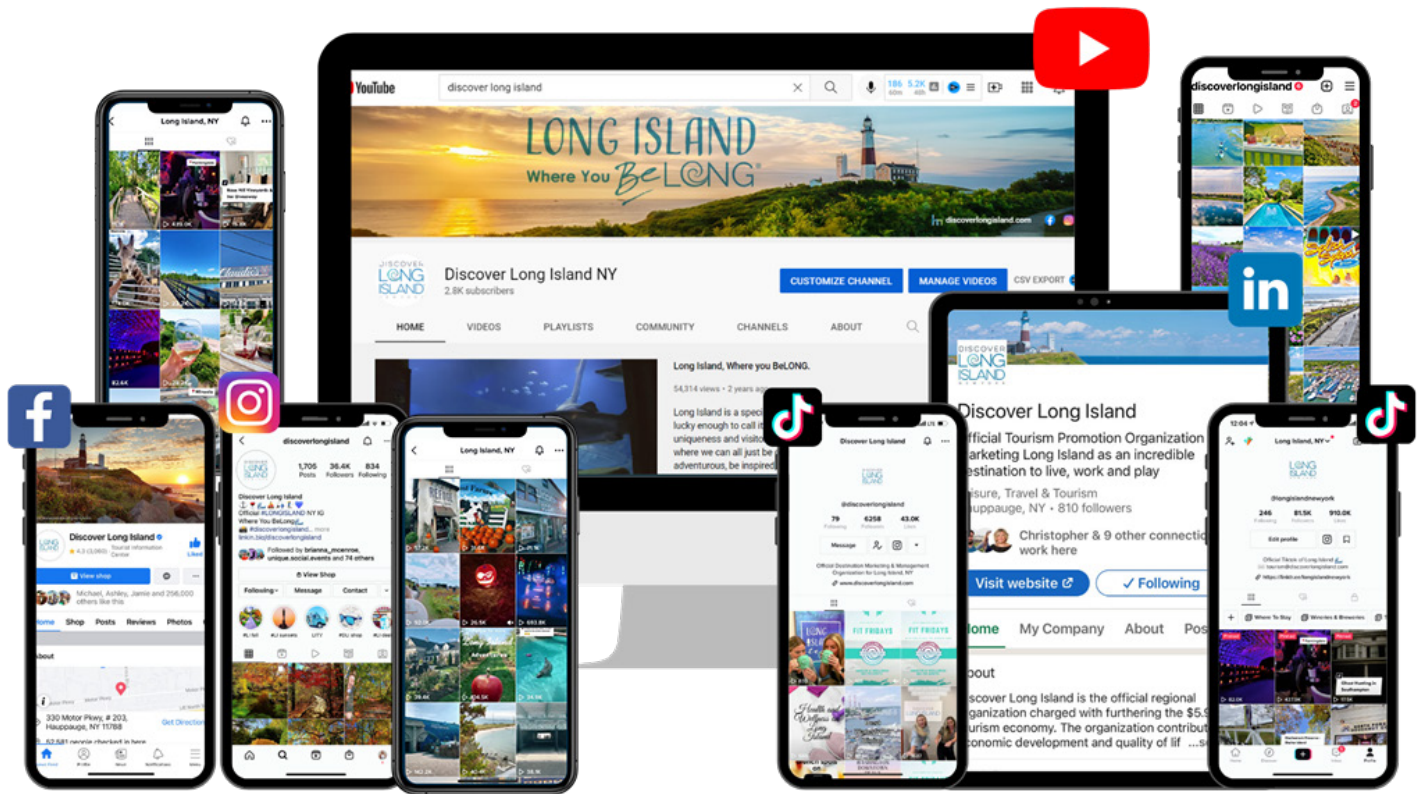


<p><b>Celebrate Mother's Day on Long Island</b> With an island this long, there's a lot to do to make sure Mom feels...</p> <p><a href="#">READ MORE</a></p>	<p><b>Terra Glamping Sets Up Tent in East Hampton</b> Edible Long Island, a media company telling the story of how the Island eats and...</p> <p><a href="#">READ MORE</a></p>	<p><b>10 Things to do in April</b> It's officially spring, get ready to explore! Check out our list of top 10 things...</p> <p><a href="#">READ MORE</a></p>	<p><b>Spring Long Island Restaurant Week Returns April 22</b> Edible Long Island, a media company telling the story of how the Island eats and drinks...</p> <p><a href="#">READ MORE</a></p>
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# OUR DIGITAL MEDIA AUDIENCE



**10 Million+**  
social media viewers

**1 Million+**  
followers/subscribers

**1.4 Million+**  
unique website visitors

**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

 **64%**

 **36%**

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

### INSTAGRAM

 **72%**

 **28%**

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

### TIKTOK

 **83%**

 **17%**

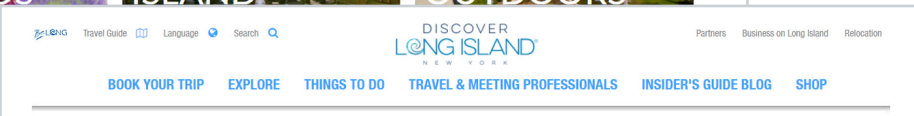
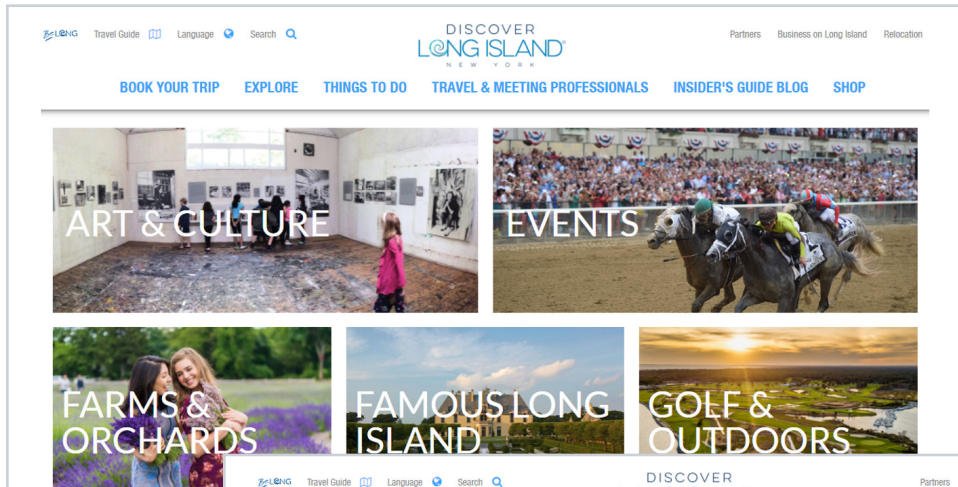
100 million monthly active users in the US



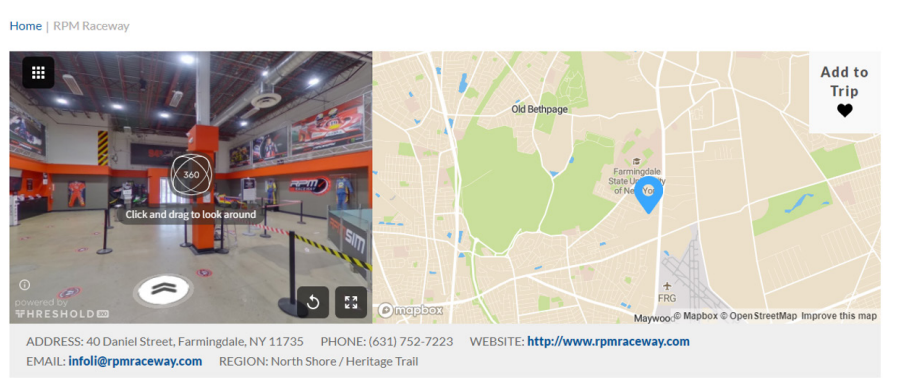
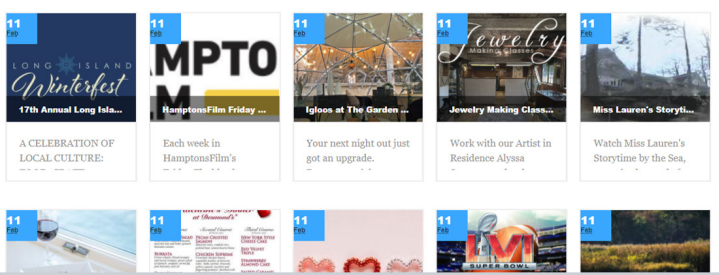
# WEBSITE EXPOSURE & PARTNER PORTAL

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.

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.



### Featured Events



- 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.



 <p><b>Long Island TV: The Great Jack O' Lantern Blaze</b> 76K views • 1 month ago • 97%</p>	 <p><b>Long Island TV: Winter Wonderlands on L.I....</b> 32K views • 11 months ago</p>	 <p><b>Long Islands only waterpark: Splish Splash!</b> 25K views • 4 months ago • 93%</p>
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DISCOVER  
**LONG ISLAND**  
NEW YORK










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**LONG ISLAND NEWS & UPDATES**

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**TRIP IDEAS**



**Family Adventure: 5 Day Trip**

Explore Long Island's family fun activities from surfing and trapeze in Long Beach to museum row in Garden City and animal encounters at the aquarium in Riverhead and Game Farm on the North Fork at these indoor and outdoor spots. Check out our 5 day trip and view the [interactive map](#).



**Fall Fun: 2 Day Trip**

Spend a weekend or mid-week trip on the North Fork to visit farms for apple, berry and pumpkin picking, family attractions, corn mazes, award-winning vineyards and waterfront restaurants. Don't forget to grab an apple cider donut! Check out our 2 day trip and view the [interactive map](#).







# 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 Annual Inspirational Guide <i>(valued between \$1,850 - \$4,800)</i>			★ 1/3 Page	★ 1/2 Page	★ Full Page
Quarterly Reports on Customer Tracking & Profiles				★	★
Custom Video <i>(valued at \$5,000+)</i>					★
<b>COST</b>	<b>\$300</b> /YR	<b>\$500</b> /YR	<b>\$2,500</b> /YR	<b>\$7,500</b> /YR	<b>\$1,500</b> /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: [www.discoverlongisland.com/partners](http://www.discoverlongisland.com/partners)

