

NATURALLY
• IL •

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MCHENRY COUNTY

WONDERFUL PLACES • WIDE-OPEN SPACES

PARTNERSHIP

Opportunities

• 2024 •

Welcome!

Established in 2005 as a 501(c)(6) non-profit corporation nestled in the heart of Illinois, **Naturally McHenry County** was born with a passionate vision—to enrich the very essence of our region's life. Our mission is to champion a collaborative approach, fostering the promotion and deliberate development of experiences and attractions that define our region as an exceptional place to live, relish, and explore.



We take pride in our commitment to enhancing the quality of life within McHenry County, harmonizing the beauty of our landscapes, the richness of our culture, and the vibrancy of our communities. From the serene rolling hills to the bustling urban centers, our focus is to elevate and celebrate all that makes this region an extraordinary destination for residents and visitors alike.

At **Naturally McHenry County**, we believe in cultivating a tapestry of experiences that reflect the diverse tapestry of our community. We strive to create a welcoming environment that invites everyone to discover the wonders that our region has to offer, nurturing a space where people can create lasting memories, forge connections, and savor the unique essence of our home.

We are thrilled to share our journey with you, embracing a commitment to thoughtful development and promotion. Join us as we pave the way for a captivating adventure through our region's hidden gems, treasured attractions, and the tapestry of experiences that make McHenry County a remarkable place to call home and an unforgettable destination to explore.

WELCOME TO MCHENRY COUNTY—
*where every moment is an opportunity to
embrace the extraordinary!*

ABOUT US

Meet our Staff



JAKI BERGGREN

President & CEO

jaki@naturallymchenrycounty.com



KRISTINE AUSTIN

Sales & Marketing Manager

kristine@naturallymchenrycounty.com

NATURALLYMCHENRYCOUNTY.COM • 815-893-6280

Naturally McHenry County is a member of...

Illinois Destination Association (IDA)

Destinations International (DI)

International Festival & Events Association

Strategic Partners



Illinois Office of Tourism



McHenry County, IL



McHenry County
Economic Development
Corporation

ABOUT US

Board of Directors



ELIZABETH KESSLER
Board Chair
McHenry County Conservation
District



PETER WISNIEWSKI
Vice Board Chair
Julie Ann's Frozen Custard



SCOTT HARTMAN
Treasurer
McHenry County



HEATHER MAIERITSCH
Secretary
City of Crystal Lake, IL



TRACIE VON BERGEN
County Board Liason
McHenry County Board



BILL HOBSON
City of McHenry, IL



ERIN MCELROY
Trumpet & Mallow

HEATHER ARNOLD - City of Woodstock, IL

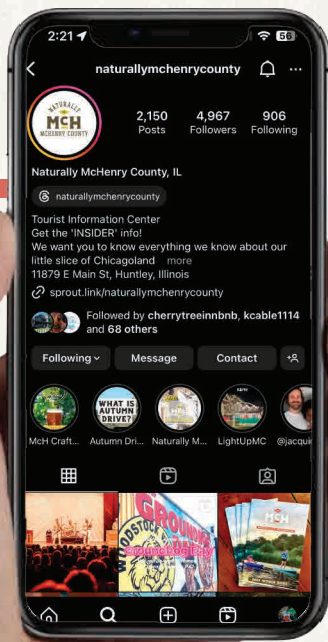
WENDY RICHARDSON - Richardson Adventure Farm

MELISSA STOCKER - Village of Huntley, IL

For more information about our Board of Directors or
becoming a member of our board please contact

Jaki Berggren
jaki@naturallymchenrycounty.com
815-893-6280

WHY PARTNER?



1. EXTENSIVE REACH AND INFLUENCE

Partnering with Naturally McHenry County means gaining access to our extensive network and influence in the travel and tourism industry. With our established online presence, social media engagement and collaborations with various media outlets, we offer an expansive platform to showcase your brand.



21,300+ Followers
187,300+ Monthly impressions



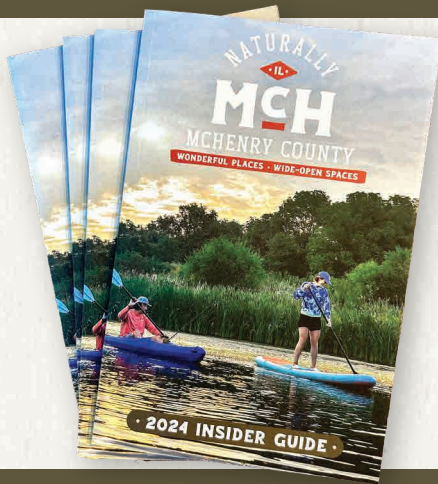
4,900+ Followers
53,500+ Monthly impressions

• KEY MARKETS •



2. TARGETED AUDIENCE:

We focus on reaching a diverse audience interested in travel, adventure, culture, and unique experiences. Through our strategic marketing efforts, we attract travelers seeking memorable and authentic experiences, making your brand visible to a highly relevant and engaged audience.

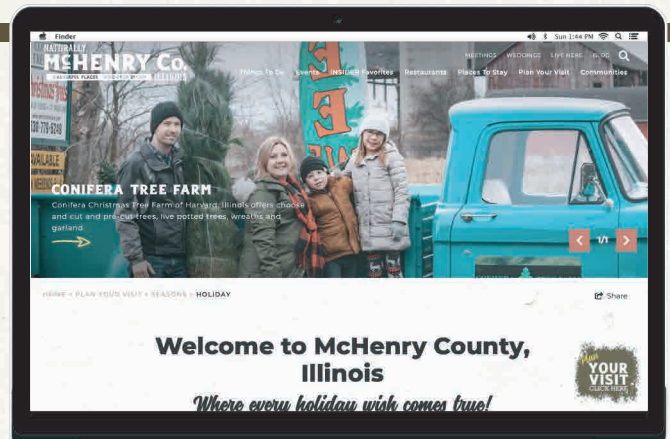


3. ENGAGING CONTENT CREATION

Our team excels in creating compelling, visually stunning content that resonates with our audience. By partnering with us, your brand will be featured in captivating stories, articles, and multimedia content, such as our award winning INSIDER Guide, website and marketing campaigns.

4. CUSTOMIZED MARKETING STRATEGIES

We understand the importance of tailoring marketing strategies to meet the unique needs of our partners. Whether it's through sponsored content, dedicated campaigns, or collaborative events, we work closely with our partners to develop campaigns that align with their goals and objectives.



PARTNERSHIP OPPORTUNITIES

Basic Partnership



- Featured listing on NaturallyMcHenryCounty.com
- Listing on EnjoyIllinois.com
- Brochures at the Naturally McHenry County visitor center and select Illinois Tollway Oases
- Opportunity for a la carte add ons

\$300

Seasonal Business

- Everything included in a basic partnership
- (3) Months App Advertising
- (3) Social Media Posts

\$500



Partnership Plus

- Everything included in a basic partnership
- (6) Months Sponsored Hero Image
- (6) Months App Advertising
- (3) Social Media Posts

\$800

PARTNERSHIP OPPORTUNITIES



Premium

- Everything included in a basic partnership
- (12) Months Sponsored Hero Image
- (12) Months App Advertising
- (1) Blog Feature
- (5) Social Media Posts
- (2) Monthly INSIDER Features

\$1,200

Platinum

- Everything included in a basic partnership
- (12) Months Sponsored Hero Image
- (12) Months App Advertising
- (1) Blog Feature
- (5) Social Media Posts
- Quarterly Visitor Data Reports
- Unlimited Featured Events
- (4) Monthly INSIDER Features

\$2,000



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|---|--|--------------------------------------|
| ● Sponsored Hero Image
\$50/month - \$500/year | ● NMC App Advertising
\$50/month - \$500/year | ● Social Media Post
\$50/post |
| ● Featured Event
\$100/event | ● Monthly INSIDER Feature
\$100/feature | ● Photography
\$150/session |
| ● Visitor Data Report
\$200 | ● Blog Feature
\$300 | ● Digital Advertising
Prices Vary |