

NATURALLY  
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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 in Illinois, Naturally McHenry County is dedicated to enhancing our region's vitality. Our mission is to promote and develop experiences that make McHenry County an exceptional place to live and explore.

We pride ourselves on harmonizing landscapes, culture, and communities, from serene hills to vibrant urban centers. Our focus is elevating all aspects of our region for residents and visitors alike.

We believe in celebrating our community's diversity by creating inclusive experiences. Join us as we promote thoughtful development and invite everyone to discover McHenry County's treasures and unique essence.

Welcome to McHenry County, where every moment is an opportunity to embrace the extraordinary!



## Testimonials

"Partnering with Naturally McHenry County has resulted in a substantial ROI for us. Their extensive reach, both locally and among visitors to the area, is impressive. They proactively approach us with creative ideas and have facilitated increased online visibility by sending bloggers our way. Additionally, we've effectively utilized their photography services, boosted posts and successfully conducted a social media takeover. We love our partnership with Naturally McHenry County."

**- Paula Aitken - Founder - Casting Whimsy**

Naturally McHenry County's professionalism and energy captured our business beautifully in both written content and photos. They are easy and fun to work with!

**- Lynn Muffelmann - Studio D Jewelers**

## Meet our Staff



**JAKI BERGGREN**

President & CEO

[jaki@naturallymchenrycounty.com](mailto:jaki@naturallymchenrycounty.com)



**KRISTINE AUSTIN**

Sales & Marketing Manager

[kristine@naturallymchenrycounty.com](mailto: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

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# 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 Liaison*  
McHenry County Board



**HEATHER ARNOLD**  
City of Woodstock, IL



**BRAD BALL**  
Woodstock Area Chamber of Commerce & Industry



**DONOVAN DAY**  
City of Harvard, IL



**BILL HOBSON**  
City of McHenry, IL



**ERIN MCELROY**  
Trumpet & Mallow



**ERIK MORIMOTO**  
Village of Cary, IL



**WENDY RICHARDSON**  
Richardson Adventure Farm



**STEVE SKURSKI**  
Village of Huntley, IL



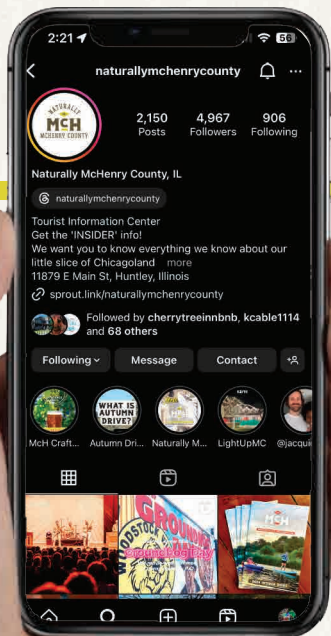
**TRAVIS SLEPCEVICH**  
Holzlager Brewing Company

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

Jaki Berggren


[jaki@naturallymchenrycounty.com](mailto: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.

 20,800+ Followers  
187,300+ Monthly impressions

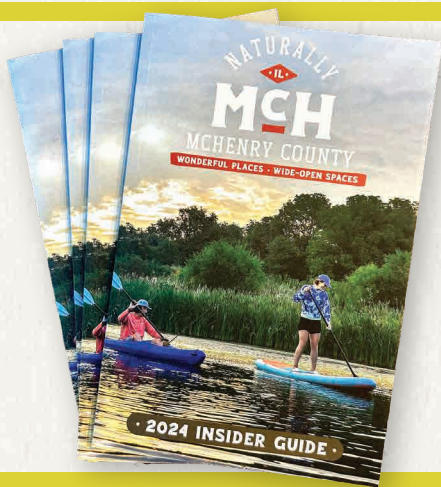
 5,000+ Followers  
53,500+ Monthly impressions

## 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**

## Local Event

- Everything included in a basic partnership
- (1) Featured Event
- (2) Months App Advertising
- (1) Static Social Media Posts

**\$400**



## Seasonal Business

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

**\$500**

# PARTNERSHIP OPPORTUNITIES



## Partnership Plus

- Everything included in a basic partnership
- (6) Months Sponsored Hero Image
- (6) Months App Advertising
- (1) Static Social Media Posts
- (1) Video Social Media Post

**\$800**

## Premium

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

**\$1,200**



## Platinum

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

**\$2,000**

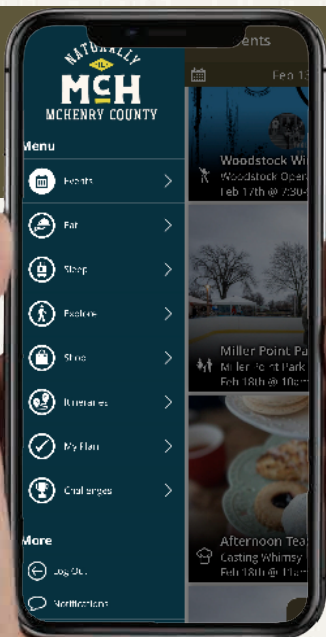
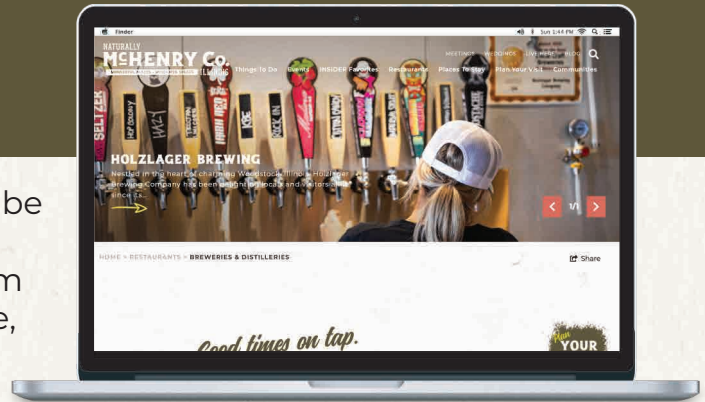


# A LA CARTE ADD ONS

Discover the diverse array of marketing opportunities awaiting you by partnering with Naturally McHenry County. To access these benefits, businesses, events, and organizations within McHenry County must become partners

## Website & App

- **Sponsored Hero Image** - Your organization will be prominently displayed on the hero image of a dedicated page on NaturallyMcHenryCounty.com. This feature includes a direct link to your website, offering valuable exposure and driving traffic.  
*\$50/month - \$500/year*
- **Featured Event** - Your event will be showcased prominently on the NaturallyMcHenryCounty.com event calendar, which attracts over **5,000 monthly page views**. It will also be highlighted in our digital newsletter, maximizing visibility and engagement.  
*\$100/event*
- **NMC App Advertising** - Capture the attention of an actively engaged audience seeking fun experiences in McHenry County by advertising on the Naturally McHenry County app, which boasts an average of **250 downloads per month**.  
*\$50/month - \$500/year*
- **Blog Feature** - Collaborate with us to craft a compelling blog post showcasing your organization on NaturallyMcHenryCounty.com. This partnership benefit features stunning photography and a monthly INSIDER feature, giving your story the spotlight it deserves.  
*\$500/feature*



## Social Media

**25K+**  
FOLLOWERS

- **Static Social Media Post** - Your organization will be prominently featured in a captivating static image post on our Facebook and Instagram platforms. This feature includes a direct link to a webpage of your choice, maximizing visibility and engagement with our audience.  
*\$100/post*
- **Video Social Media Post** - Your organization will be highlighted in an engaging post across our Facebook, Instagram, and TikTok platforms. This comprehensive feature includes a brief planning and strategy session to ensure optimal reach for your content.  
*\$300/post*



# A LA CARTE ADD ONS

## Marketing Services



- **Photography** - Our contracted photographer will spend up to two hours capturing the essence of your business or event, providing you with up to 20 carefully edited images.  
*\$200/session*
- **Promotional Video** - Our contracted videographer visit to encapsulate the essence of your event or business and craft a compelling 30-second commercial tailored specifically for your use.  
*\$800/video*
- **Digital Advertising** - Naturally McHenry County will help produce Meta and Google advertising featuring your business or event.  
*Prices Vary*

## Monthly INSIDER

- **Monthly INSIDER Feature** - Your organization will be featured in one of Naturally McHenry County's monthly INSIDER newsletters to 6,000+ subscribers.  
*\*\*Limited availability\*\**  
*\$100/feature*



## Data Services

- **Visitor Data Report** - Naturally McHenry County will provide one report on visitor data to your business or event. This can be an overall trends report, or can be a snapshot of up to three date comparisons.  
*\$200/report*

Please contact Kristine Austin to start your partnership with Naturally McHenry County!  
815.893.6280 | [kristine@naturallymchenrycounty.com](mailto:kristine@naturallymchenrycounty.com)