

NATURALLY
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MCHENRY COUNTY · IL

WONDERFUL PLACES · WIDE-OPEN SPACES



PARTNERSHIP *Opportunities*

Visibility. Storytelling. Content That Works for Your Business.



MCHENRY COUNTY

WONDERFUL PLACES · WIDE-OPEN SPACES

About

Naturally McHenry county is the official destination marketing organization for McHenry County, Illinois. We promote local businesses, events, and experiences by connecting visitors and residents to the places that make our communities unique.

Our partnerships focus on storytelling, discovery, and real-world engagement - helping businesses be seen, shared, and experienced.

Why Partner?

When you partner with Naturally McHenry County, your business is showcased across platforms travelers and locals use to plan where to go and what to do.

Partners benefit from:

- Trusted regional visibility
- Authentic, editorial-style promotion
- Exposure across social media, website, and mobile app
- Content assets that can be reused on your own channels
- Strategic promotion that drives visits - not just impressions.



Meet the Team!

SARAH CAIN

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President & CEO
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2026 Partnership Focus:

Visibility, Earned Media & Trip-Planning Content for Visitors and Locals

In 2026, Naturally McHenry County partnerships focus on **earned media, trusted story telling, and meaningful discoverability**, not just advertising or listings.

NaturallyMcHenryCounty.com and the INSIDER Guide are more than **directories of local businesses**. They are robust trip-planning and exploration resources filled with itineraries, seasonal guides, local stories, and curated recommendations designed to **both help visitors and locals** decide where to go, what to do, and how to experience McHenry County.

As AI-powered search and trip-planning tools become more common, these platforms increasingly rely on **in-depth, authoritative content** not simple lists to surface recommendations. The guides, campaigns, and editorial content published by Naturally McHenry County provide the kind of context AI systems use when people search for experiences, dining, shopping, and events, whether they're planning a weekend getaway or looking for something new close to home.

When your business is included in:

- Curated website guides and itineraries
- Editorial round-ups and feature stories
- Social media series
- INSIDER Guide features
- Seasonal and themed campaigns

... it becomes part of a **trusted content ecosystem** that helps **visitors and locals alike** discover what makes McHenry County special, while also increasing visibility in emerging AI-driven search results.

Our partnerships emphasize:

- **Earned media over paid ads**
- **Editorial storytelling instead of promotional listings**
- **Context-rich content that supports trip planning and local discovery**
- **Campaign inclusion that builds long-term digital authority**

This approach increases visibility today and helps future-proof local businesses as search, planning, and AI tools continue to evolve.

When your business is part of Naturally McHenry County's storytelling, it becomes easier for both people and AI to find, explore and experience.

Partnership Packages



Basic Partnership - \$400

Boosted Listing & Foundational Visibility

Best for: Small, new, or seasonal businesses

Goal: Be discoverable where visitors and locals are planning

Includes:

- Boosted business listing on NaturallyMcHenryCounty.com
(Enhanced, SEO friendly description, category placement)
- Listing on EnjoyIllinois.com
- Brochure distribution at NMC Visitor Center & select Illinois Tollway Oases
- Inclusion in curated website content
(Eligible for round-ups, guides, and itineraries when relevant)
- Eligibility for inclusion in Naturally McHenry County marketing campaigns and add-ons

- Foundational presence across trusted trip-planning platforms
- Content-rich listing that supports search and AI discovery
- Entry point into NMC's storytelling ecosystem

Featured Partner - \$800

Enhanced Visibility & Light Storytelling

Best for: Businesses ready to be featured beyond a listing

Goal: Gain editorial-style exposure across web, social and app

Includes:

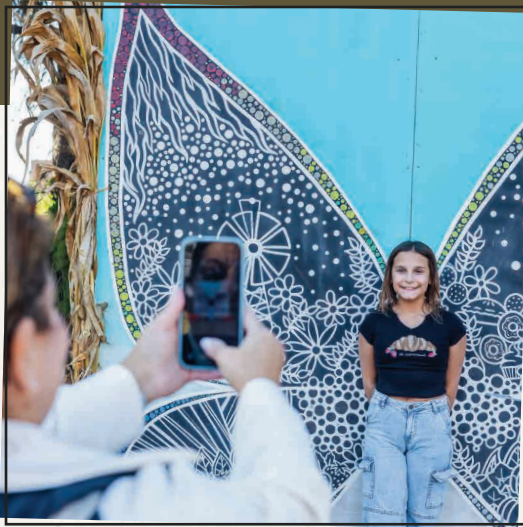
- Everything in **Basic Partner**
- Inclusion in one NMC Social Media Series
- One Website Feature Placement
(Seasonal guide, round-up, or category page)
- App advertising placement (3 months)



- Guaranteed feature within trusted NMC Content
- Longer-term website visibility
- App presence during active use times

Partnership Plus - \$1,200

Content Creation & High-Impact Promotion



Best for: Businesses that want reusable content and stronger engagement

Goal: Create professional content and drive action

Includes:

- Everything included in **Featured Partner**
- **Content Starter Pack** (choose one):
 - 10 Professionally edited photos **OR**
 - One 30-second professionally produced promo video
- One social media Reel
- App advertising placement (6 months)
- One sponsored app push notification

- Professional content you can reuse year-round
- Video-first visibility on social media
- A clear call-to-action moment through the NMC App

Premium Partner - \$2,500

Flagship Storytelling & Priority Visibility

Best for: Anchor businesses, attractions, and experiences

Goal: Year-round presence with top-tier exposure

Includes:

- Everything in **Partnership Plus**
- **Featured Business Campaign**, including:
 - Website feature
 - Social media promotion
 - App promotion
- App advertising placement (12 months)
- Two sponsored app push notifications
- Quarterly Partner Impact Snapshot
- Priority Placement in NMC Marketing campaigns

- Multiple engagement moments throughout the year
- Strong ROI storytelling and performance insights
- Highest level of visibility across all NMC platforms



To ensure quality and consistency, content and placements are scheduled based on availability and seasonal planning.

Which Level is Right for You?

Basic Partner - \$400

Choose this if you want:

- Foundational visibility where visitors and *locals plan*
- A trusted, content-rich listing (not just a directory)
- A simple, low-lift way to be discoverable

Best for: Small, new, or seasonal businesses

Featured Partner - \$800

Choose this if you want:

- Guaranteed inclusion in curated content
- Editorial-style exposure on social media and website
- Increased visibility during key planning moments

Best for: Businesses ready to be featured beyond a listing

Partnership Plus - \$1,200

Choose this if you want:

- Professional photos or videos you can reuse
- Stronger engagement through Reels and app promotion
- A clear call-to-action moment for your business

Best for: Businesses that want content + promotion

Premium Partner - \$2,500

Choose this if you want:

- Year-round, priority visibility
- Campaign-level storytelling across web, social, and app
- Insights into how your partnership is performing

Best for: Anchor businesses and experiences.

At-a-Glance Comparison

Benefit	Basic	Featured	Plus	Premium
Boosted listing on NaturallyMcHenryCounty.com	✓	✓	✓	✓
Enjoy Illinois Listing	✓	✓	✓	✓
Visitor Center & Tollway brochure distribution	✓	✓	✓	✓
Guaranteed website feature placement	—	✓	✓	✓
Inclusion in NMC Social Media Series	—	✓	✓	✓
App Advertising	—	3 months	6 months	12 months
Professional Content Creation	—	—	✓	✓
- 10 Edited photos OR 30-sec video	—	—	✓	✓
Social Media Reel	—	—	✓	✓
Sponsored App Push Notifications	—	—	1	2
Featured Business Campaign (Web + App + Social)	—	—	—	✓
Quarterly Partner Impact Snapshot	—	—	—	✓
Priority placement in NMC campaigns	—	—	—	✓

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Contact Sarah Cain to get started!

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