

# Become a **PARTNER** of *Naturally* McHenry County!



## Annual Partnership: \$300

- Featured listings on NaturallyMcHenryCounty.com and Naturally McHenry County, IL App
- Listing on EnjoyIllinois.com
- Complimentary event listings on NMC calendar & home page

- Co-op marketing opportunities
- Brochures at the Naturally McHenry County Visitor Center and select Illinois Tollway Oases
- Opportunity for a la carte add ons

**\* YOUR CHOICE OF \$150 WORTH OF A LA CARTE MARKETING OPPORTUNITIES \***

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

**Please select your complimentary marketing opportunities:**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Sponsored Hero Image (\$50/month) | <input type="checkbox"/> App Advertising (\$30/month) | <input type="checkbox"/> Social Media Post (\$50)      |
| <input type="checkbox"/> Featured Event (\$100)            | <input type="checkbox"/> Photography (\$100)          | <input type="checkbox"/> Social Media Takeover (\$100) |

**Please select additional a la carte marketing you are interested in:**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Sponsored Hero Image (\$50/month)  | <input type="checkbox"/> App Advertising (\$300/year)  | <input type="checkbox"/> Data Overview (\$200)         |
| <input type="checkbox"/> Sponsored Hero Image (\$500/ year) | <input type="checkbox"/> Photography (\$100)           | <input type="checkbox"/> Targeted Advertising (Varies) |
| <input type="checkbox"/> Blog Feature (\$300)               | <input type="checkbox"/> Social Media Post (\$50)      |  |
| <input type="checkbox"/> App Advertising (\$30/Month)       | <input type="checkbox"/> Social Media Takeover (\$100) |  |

**Partnership Package Options:**

- Seasonal Business (\$400)    Partnership Plus (\$600)    Premium Partnership (\$1,000)    Ultimate Partnership (\$2,000)

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

\* Monthly automatic payment plans available\*

# DIGITAL

brand new

## NaturallyMcHenryCounty.com

Available starting 7/1/22

### Sponsored Hero Image | \$50/month

A high-resolution image of your business will be featured with written content at the top of a page of your choosing. (12 Months for \$500)

**\*\*Limited Availability\*\***

### Blog Feature | \$300

A local travel writer will visit and create a story to be featured on Naturally McHenry County's Blog for one month. **\*\*Includes a Sponsored Hero Image.\*\***

### Featured Event | \$100

Your event will be marked as FEATURED on Naturally McHenry County's event calendar.

### App Advertising | \$30/month

Advertise your business, event or organization on our mobile trip planning app for one month. (12 Months for \$300)

### Photography | \$100

Naturally McHenry County's professional photographer will visit for a 2 hour photo shoot that includes up to 20 images.



# SOCIAL

### Social Media Post | \$50

Your business or event will be promoted on Naturally McHenry County's Facebook, Instagram, and Twitter pages.

**\*\* Receive a \$100 boost of this post for an extra \$50 \*\***

### Social Media Takeover | \$100

Your business or event will be promoted on Naturally McHenry County's social media channels for one week. **\*\*Limited Availability\*\***



17,500+ Followers  
125,000+ Monthly reach



3,700+ Followers  
12,000+ Monthly reach



# DATA

### Data Overview | \$200

Receive a customized report identifying key visitation, spending and demographic information.

### Targeted Advertising | \$5,000 - \$10,000

Use our advanced data software to serve highly targeted digital advertising to key audiences.

**FOR MORE INFORMATION PLEASE CONTACT:**

*Kristine Austin*

**Marketing Manager | Naturally McHenry County**

kristine@naturallymchenrycounty.com | 815.893.6280



# PARTNERSHIP packages

## SEASONAL BUSINESS | \$400

*\$640 value*

- (3) month Sponsored Hero Image - (3) month App Advertising - (1) Social Media Takeover - Annual Partnership

## PARTNERSHIP PLUS | \$600

*\$880 value*

- (6) month Sponsored Hero Image - (6) month App Advertising - (1) Social Media Takeover - Annual Partnership

## PREMIUM PARTNERSHIP | \$1,000

*\$1,650 value*

- (1) year Sponsored Hero Image - (1) year App Advertising - (1) Blog Feature - (5) Social Media Posts - Annual Partnership

## ULTIMATE PARTNERSHIP | \$2,000

*\$2,900 value*

- (1) year Sponsored Hero Image - (1) year App Advertising - (1) Blog Feature - (10) Social Media Posts - (1) Custom Dashboard - Annual Partnership