



Visit
SACR★MENTO

Marketing & *Mimosas*

February 18, 2020
Sequoia at the Cannery

Visit
SACR★MENTO





Products

Conventions & Meetings • Tourism • Sports



Conventions & Meetings

Facilities, accommodations, customer service, transportation, location



Sports

Sporting venues, facilities, accommodations, resources, event services, transportation, volunteer base



Tourism (trade & leisure)

Events, festivals, farm to fork, attractions, points of interest, wine/beer, accommodations, location





SAVIE CREDIT UNION
1234 Main Street
City, State, Zip



International Markets

United Kingdom • Germany • Australia



International Markets

India



2020 Marketing and Mimosas





International Markets

China





SACRAMENTO
SPORTS COMMISSION

WELCOME



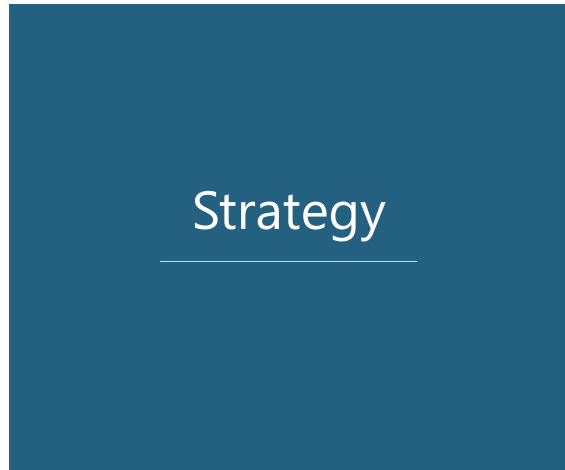
Improve the Quality of Life for Our Residents

SACRAMENTO



Marketing Vision

Culture • Strategy • Impact



Strategy



People

Putting the right people in the right places



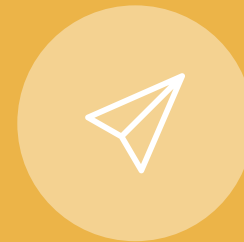
Brand

Brand strategy is the rudder that guides our decision-making



Content

Content is the core of our marketing efforts



Campaign

Successful campaigns move the customer through their journey

DRAWING

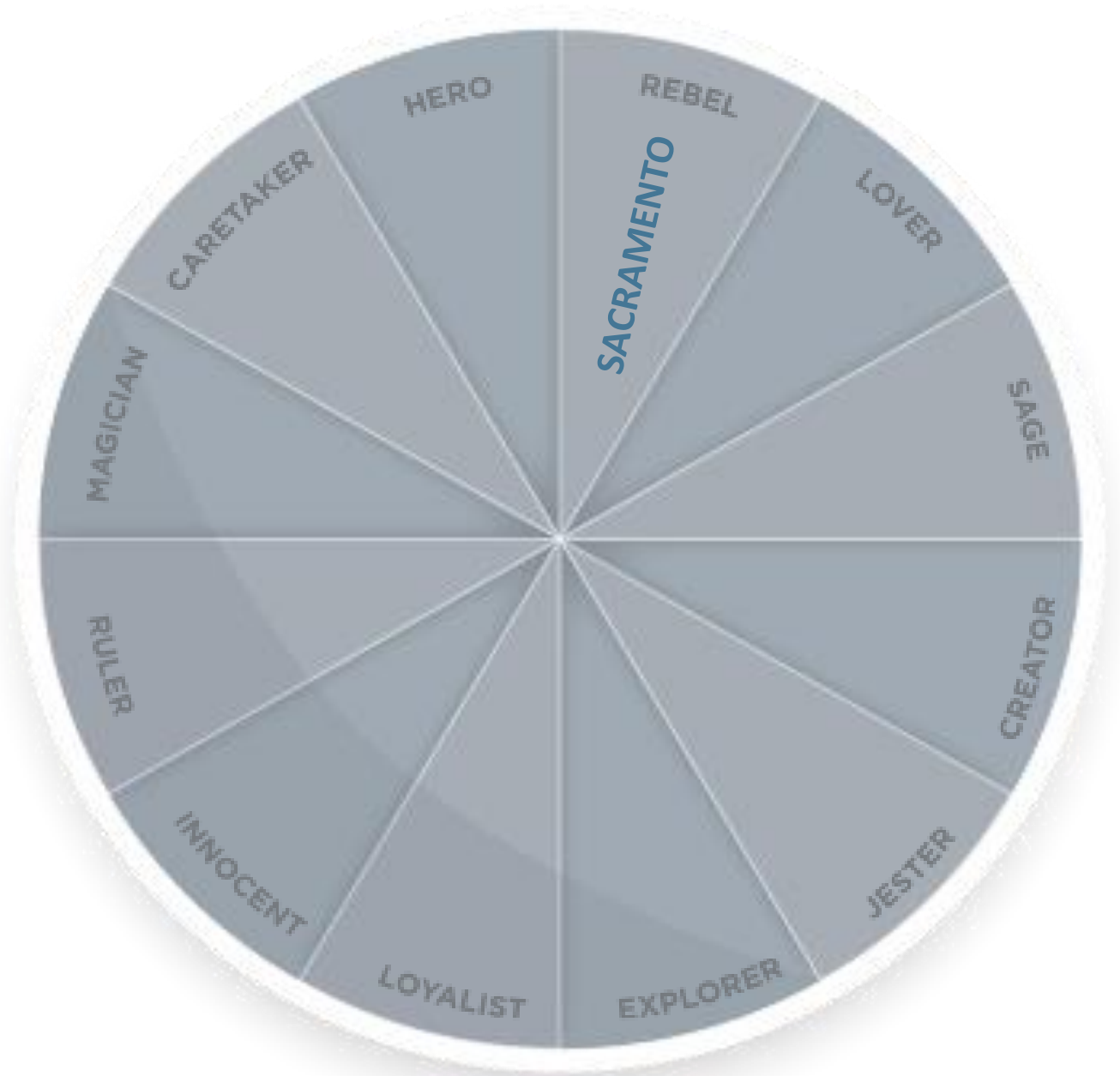
SACRAMENTO



Brand Strategy

BRAND CLARITY.





Brand Strategy

THE REBEL

We make our own rules. We carve our own path. We know what we want and how to get it. Nobody will stand in our way. And if they do, we will go around them or through them.

HARLEY DAVIDSON // APPLE // SOUTHWEST

Brand Strategy

Sacramento has a very grassroots, resourceful **scrappy** culture. It values community, collaboration and connectivity. There is a network in Sacramento that leads the way to innovation, social movement, and personal growth. Like few other cities it is rich with potential and one's ability to seize opportunity.

We are a can-do city. We pull out the stops.
We get things done. We are the city that says...yes.



**BRAND POSITION
STATEMENT.**



Nothing in the way.

For those who still refer to Sacramento as a cowtown, we politely disagree.



There are a million great reasons our city is busting loose, but we refuse to waste time trying to convince those who prefer to live in the past. Ask anyone who lives here or even a visitor, there are very few cows roaming the streets. Sacramento is an incredible little city and, in a word, people love it here.

Visit
SACR★MENTO



Brand Voice/Tone



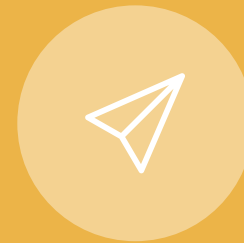
Confident



Unapologetic



Cool With
Who We Are



Self-
Assuredness

Brand Talking Points



Museums without walls



An unexpected experience



**We do our own thing.
Come and join us**



**Locally grown. Nationally
envied**



**Not a stranger in the room
for long**

Brand Talking Points/Tone

TOURISM

Language/Talking Points

The Original California Rebels

An Unexpected Experience

We do our own thing, come join us

Open to all

Tone/Behavior

Self-confidence

Cool with who we are

PARTNERSHIP

Language/Talking Points

Connections – we make it happen

Not a stranger in the room for long

Open to all

Tone/Behavior

Confident Air

Self-confidence

Unapologetic

#visitsacramento



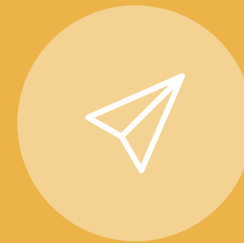
#JustWatchUs



#originalCArebels



#HereInSac



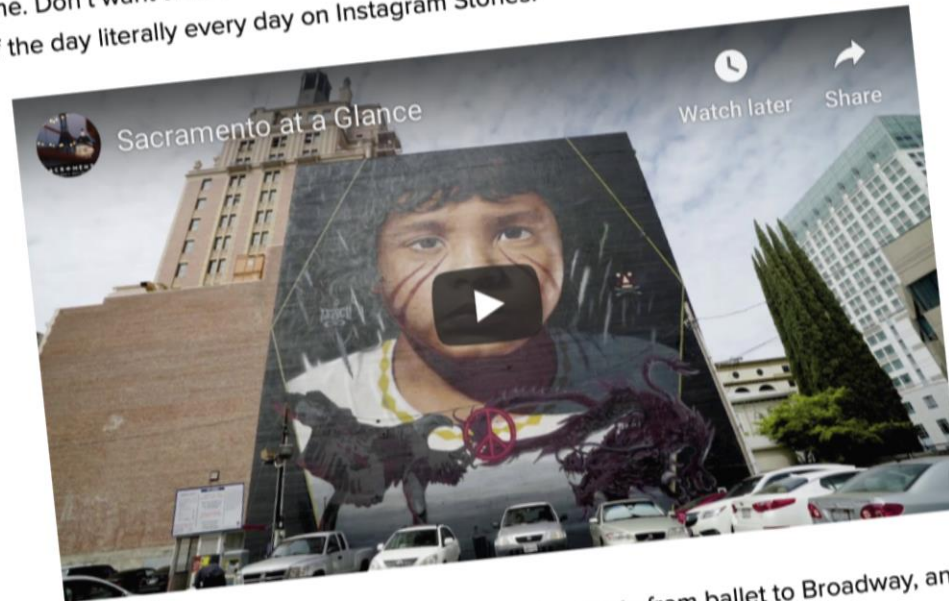
#WeMakeItHappen

THINK SACRAMENTO IS BORING? THINK AGAIN

Friday, October 11, 2019 10:00 AM by [Brandon Darnell](#)

If you're bored in Sacramento, it's probably your fault. You think there's nothing to do? Please. That's an old gripe from people who wanted to be miserable. But that's not you, right?

We've got an event website, [Sacramento365](#), that has more than a thousand events on it at any given time. Don't want to look at a website? Follow [Sacramento365 on Instagram](#). We post an event of the day literally every day on Instagram Stories.



Want culture? We've got murals, we've got professional arts from ballet to Broadway, and we've got museums with everything from 4,000-year-old art to interactive exhibits and tours under the Old Sacramento Waterfront. [Get details here.](#)

Is live music more your jam? Big-name performers like Lady Gaga, Paul McCartney and Pink have graced the stage at Golden 1 Center. Small local bands play the cafes, restaurants and medium-sized venues throughout town. Oh, and there's this band coming to Sacramento in 2020 called Metallica. They're playing two days at the [Aftershock Festival](#) at Discovery Park with two

Color Palette

Logo Color Palette



Sacramento Gold

PMS 871 C
PMS Process 4505 C
CMYK 16 27 83 42
RGB 153 133 66
HEX 857550



Black

PMS n/a
CMYK 0 0 0 100
RGB 0 0 0
HEX 000000

Primary Color Palette



Teal

PMS 7465 C
CMYK 68 0 40 0
RGB 59 191 173
HEX 3BBFAD



Dark Teal

PMS 3155 C
CMYK 100 46 45 19
RGB 0 96 114
HEX 006072



Classic Blue

PMS 2154 C
CMYK 100 65 0 27
RGB 0 70 128
HEX 004680



Navy Blue

PMS 289 C
CMYK 99 84 45 51
RGB 10 34 64
HEX 0A2240



Orange

PMS 17-1361 TCX
CMYK 0 81 99 0
RGB 241 89 36
HEX F15924



Coral

PMS 16-1546
CMYK 0 69 54 0
RGB 243 114 104
HEX F37268



Pink

PMS 17-1937
CMYK 3 80 23 0
RGB 232 90 133
HEX E85A85



Red

PMS 201 C
CMYK 24 99 78 18
RGB 163 32 53
HEX A32035

Primary Color Palette

An energetic palette, with cool and warm tones to be used as the primary color palette for branded collateral.

Additional Color Palette



Yellow

PMS 14-0755 TCX
CMYK 15 26 100 0
RGB 220 182 38
HEX DCB626



Gray

PMS 17-3914 TCX
CMYK 51 42 40 5
RGB 132 133 135
HEX 848587



Raspberry

PMS 18-2525
CMYK 38 86 29 5
RGB 160 69 118
HEX A04576

Additional Color Palette

Use these when an additional color is needed.



TRUST



SOPHISTICATED



FRESHNESS



ENERGETIC



AMBITION



PLAYFUL



COURAGE



PASSION



WISDOM



RELIABILITY

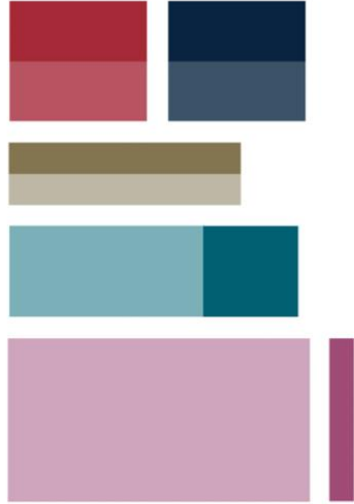


ELEGANCE



GOODNESS

Read more Read more Read more
 Read more Read more Read more



America's Farm-to-Fork Capital

With the region's abundance of local produce, our restaurants love showcasing why Sacramento is truly America's Farm-to-Fork Capital.

[Read more](#)

Partnership101

Visit **SACRAMENTO**
 PARTNER 2020

Things you need to know for your 2020 Partnership with Visit Sacramento

Marketing & Mimosas

Visit Sacramento is hosting our first marketing update for partners on **Feb 18 @ 8AM**. Our marketing team is preparing a morning full of programming and will be sharing Visit Sacramento's 2020 vision, marketing plan, updated brand guidelines, campaign schedule, social media trends and more. This informational and educational session is designed to help you align your marketing efforts, promotions and programs with Visit Sacramento's marketing plans. Plus, we'll be giving away some cool Sacramento swag! Event is free for partners to attend.

RSVP online:
visitsacramento.com/partner-events



Your Online Listing

The enclosed invoice is for your paid marketing partnership with Visit Sacramento. One of the most important assets you receive as a paid marketing partner is a listing in our resource guide for visitors on our website. Our website gets 578,000 visitors annually, and if your listing doesn't have a photo, you are missing out on new business. People are inundated with text online, and a photo is the only thing that will stop someone and get them to check out your business. You have two seconds to get their attention, so let's get you a photo online that does that. Details on adding your photo to our site were emailed January 15 or can be viewed here:

visitsacramento.com/partner-email



Showcase Your Partnership with Visit Sacramento on Your Website

As a paid hospitality marketing partner with Visit Sacramento, you have access to a unique partner logo to showcase your partnership with Visit Sacramento, the region's no. 1 tourism organization. If you would like to display this logo on your website, please email partners@visitsacramento.com to request the logo kit.

Visit Sacramento's Exclusive Pre-Game Party & Kings Game on March 5

No Sacramento Kings season is complete without the annual Visit Sacramento exclusive Pre-Game Party and Kings game! Save the evening of March 5 to join Visit Sacramento staff, board members, clients, partners, and local VIPs at our annual Kings game and mixer. Come watch our Sacramento Kings take on the Philadelphia 76ers in this much-anticipated matchup. Your email invitation will be on its way soon.



PROGRAM OF WORK

SACRAMENTO



Marketing Calendar

Convention/Meeting • Leisure • Sports, Events, S365

2020

January

February

March

April

May

June

July

August

September

October

November

December

Convention/Meeting

Paid Media

Digital (display, PPC, SEM, enews)



Email Promo



Print



Face to Face (tradeshows/client events)



Sponsorships



Content Development

Video



e-newsletter



2020

January

February

March

April

May

June

July

August

September

October

November

December

Tourism (Trade/Leisure)

Paid Media

Digital (Programmatic, Expedia)



Social



Email Promo



Print



Face to Face (Leisure)



Face to Face (tradeshows/sales missions)



Face to Face (Fams)



Sponsorships



Content Development

Blog Posts



Video



Podcasts



Visitor Guide

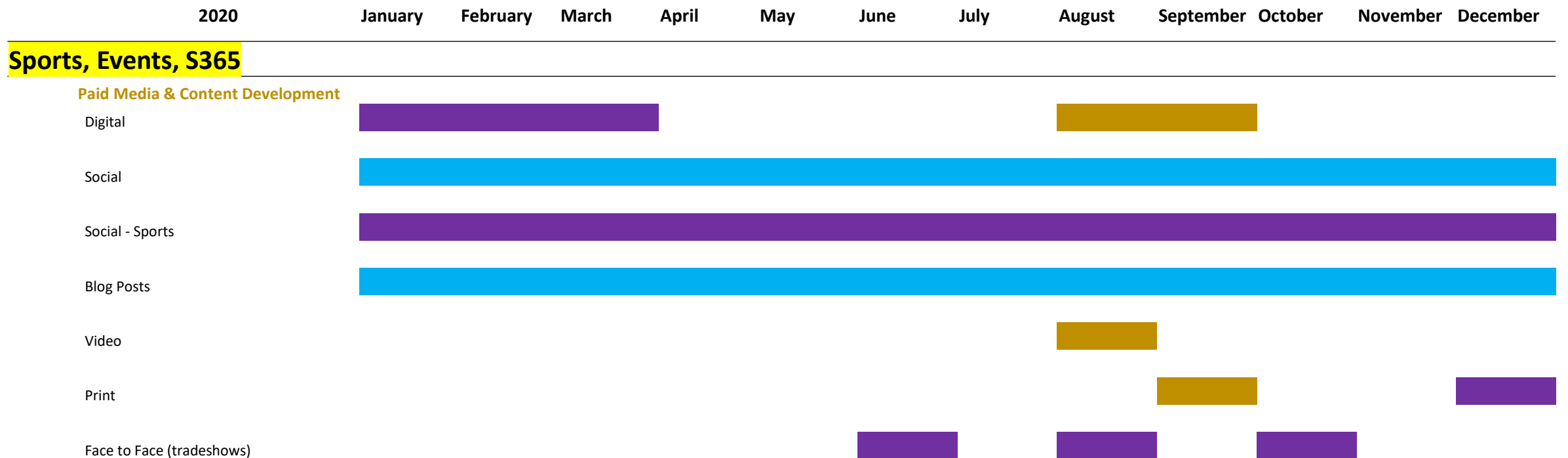


Social Media

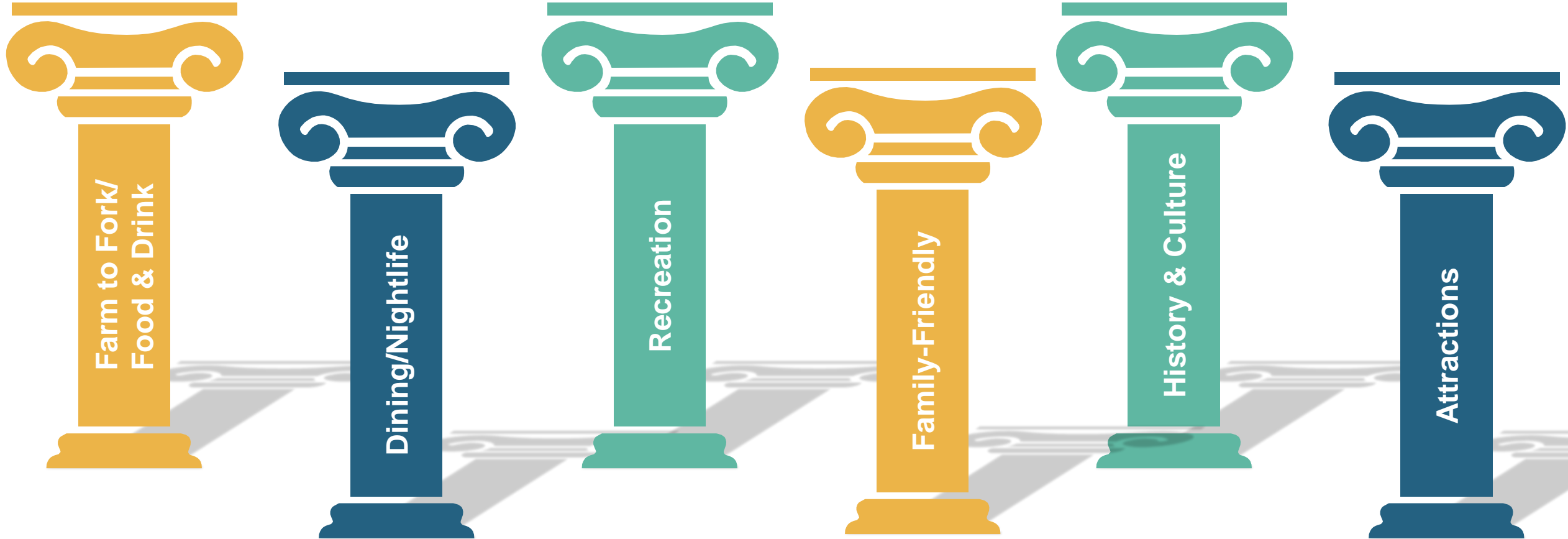


Marketing Calendar

Convention/Meeting • Leisure • Sports, Events, S365



Content Pillars



Location • Facilities • Services • Convenience/Convention Package • Weather



VISIT SACRAMENTO
2020 EDITORIAL CALENDAR

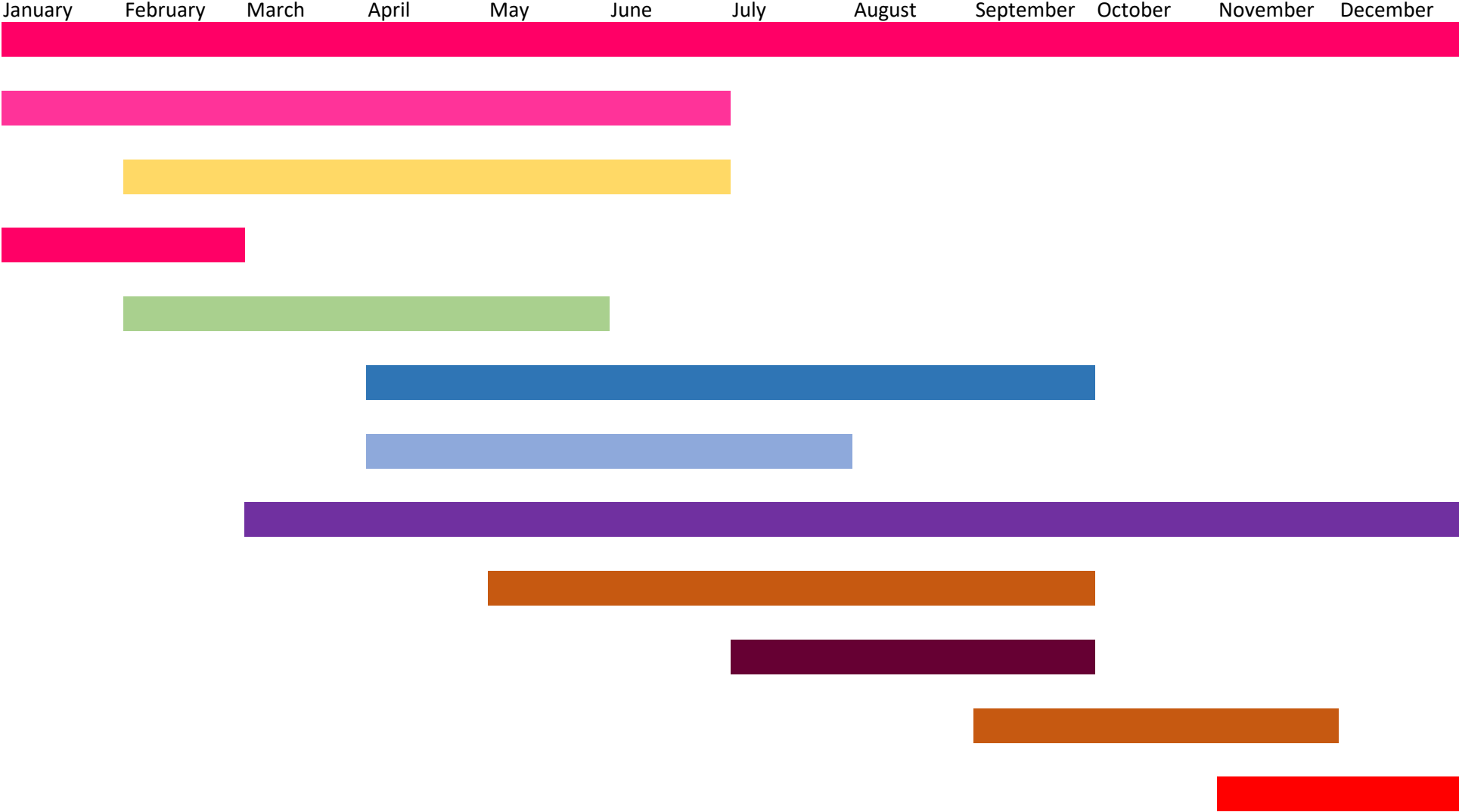
2020 Leisure Editorial Calendar*

	Key Content Types	Campaign
January		
February		
Valentine's Day and Spring Travel	B, LP, V, N, S	Spring Travel
March		
Sports and continuing Spring Travel	B, LP, V, N, S	Spring Travel
April		
Photography Month (and how/where to get great photos)	B, LP, N, S	
May		
Bike Month/Outdoor Activities	B, V, N, S, P	Outdoor/Wellness
June		
Family-Friendly and Summer Travel	B, LP, V, N, S, VG, P	Plan for Summer
July		
Farm to Fork and Summer Travel	B, LP, V, N, S, P	Plan for Summer/Farm to Fork
August		
Beer & Wine	B, LP, V, N, S, P	Food/Attractions/Road Trip
September		
Farm to Fork	B, LP, V, N, S, P	Farm to Fork Events
October		
Fall Travel	B, LP, V, N, S	Fall in Sacramento; Outdoor/Wellness
November		
Local Makers/Artisans/Shop Local	B, LP, V, N, S, P	Holiday
December		
Holiday Travel/Things To Do	B, LP, V, N, S	Holiday

KEY:
 B = Blog Post
 LP = Landing Page
 V = Video
 N = Newsletter
 S = Social
 P = Podcast

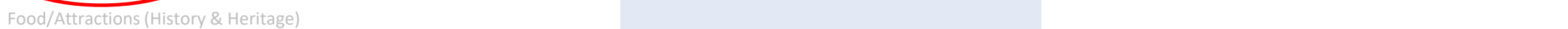
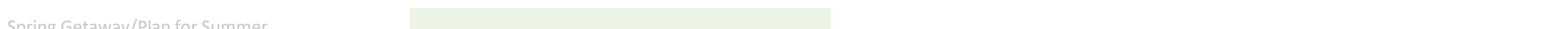
Campaign Calendar

Campaigns



Campaigns

January February March April May June July August September October November December



Campaign Calendar

Campaigns

January February March April May June July August September October November December

SCC Expansion



Art of Meetings



On Demand



Valentine's Day



Spring Getaway/Plan for Summer



Food/Road Trip



Food/Attractions (History & Heritage)



LGBT



Food/Outdoor (Wellness)



Farm to Fork Events



Fall in Sacramento



Holiday Packages



DRAWING

SACRAMENTO



PARTNERSHIP & SPONSORSHIP

SACRAMENTO



Partnership

Visit
SACRAMENTO

MEETINGS • TRAVEL TRADE • SPORTS • FILM • MEDIA • PARTNERS

63°

VISIT

HOTELS

THINGS TO DO

ABOUT



SEE MORE IN: ARTS & CULTURE



Partnership



SEE MORE IN: THINGS TO DO



IFLY INDOOR SKYDIVING

(916) 836-4359

BOOK NOW

DETAILS



JELLY BELLY VISITOR CENTER IN FAIRFIELD

(800) 953-5592

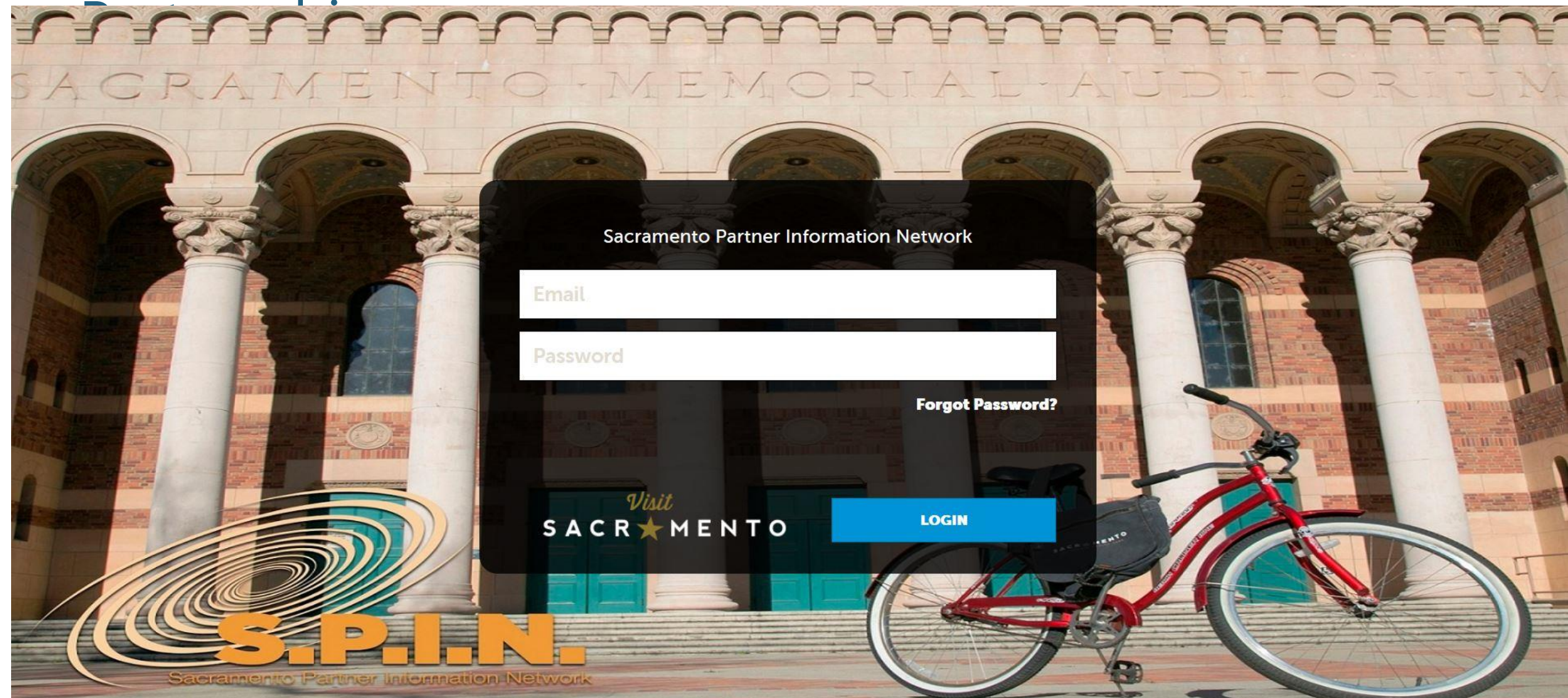
DETAILS



LE FIVE INDOOR SOCCER

(916) 248-5557

DETAILS



Partnership

The screenshot shows the Sacramento Partner Information Network (SPIN) website. At the top left is the "Visit SACRAMENTO" logo. The main header includes "Sacramento Partner Information Network" and a "Logout" link. A dark sidebar on the left contains navigation icons for HOME, PROFILE, COLLATERAL, REPORTS, and TECHNICAL QUESTIONS?. The main content area is titled "Partner Bulletins" and features a dropdown menu set to "All Bulletins". Below this are five bulletins, each with a title, a brief description, and a "View Full" link. The "Post Board" on the right shows two posts: one from SIV Transport LLC by Alena Panchenko dated 06/23/2019, and another from Boarding House Museum by Douglas Hsia dated 04/26/2019. The first post includes a "Read More..." link and a comment count of 1.

Visit SACRAMENTO Sacramento Partner Information Network [Logout](#)

HOME
PROFILE
COLLATERAL
REPORTS
TECHNICAL QUESTIONS?

Partner Bulletins

All Bulletins

- Cvent Leads and SPIN (Hotels Only)** (Not Read)
Learn about the SPIN/Cvent integration
[View Full](#)
- SPIN: Copying Responses on RFPs** (Not Read)
Beginning Tuesday, May 2, 2017, hotels will be able to copy a previously-entered response and apply it to an alternate set of meeting dates WITHIN THE SAME LEAD.
[View Full](#)
- SPIN: Upload Contract and Enter Pickup (HOTELS ONLY)** (Not Read)
Learn how to upload a contract and enter pickup
[View Full](#)
- SPIN in 2 Minutes** (Read: 03/28/2017)
A quick overview of all the functionalities of the system.
[View Full](#)
- SPIN: Filters & the Data Grid - Customizing Your Experience** (Not Read)
Learn how to set search parameters and display the information you want to see in your search results
[View Full](#)

Post Board

- SIV Transport LLC**
Alena Panchenko
06/23/2019
SIV Transport
I have a privilege to bring to your attention SIV Transport, promoting professionalism, Variety of motor coaches to accommodate luxury bus to our 20 passenger mini coach
[Read More...](#)
1
- Boarding House Museum**
Douglas Hsia
04/26/2019
COMING TO LOCKE, THE LOCKE ASIA from 11-5. Come enjoy a stroll through good old western town. Except! this town left in America that was so occupied



FARM-TO-FORK Festival

FARM-TO-FORK Festival

FRIDAY LINEUP

DJ ZEPHUR

4pm - 4:30pm

MESYOU

4:30pm - 5:30pm

BARN'S COURTNEY

6pm - 7pm

ZZ WAMP

7:30pm - 9pm

SATURDAY LINEUP

DJ LADY

11am - 12:30pm

NATE S...

12:30pm - 1pm

SAMANTHA F...

1pm - 2pm

Sustainability Station

Visit SACRAMENTO

Visit SACRAMENTO

NorCal Acura Dealers

norcalacuradealers.com

Sponsorship

Nathan Donnelly
Sponsorship &
Events Fulfillment Coordinator
ndonnelly@visitsacramento.com



2020 Dates to Know

Kings Mixer

March 5 • 5 pm
Golden 1 Center

NCAA (March Madness) Div. 1 Men's Basketball Championship

March 20 & 22
Golden 1 Center

State of Tourism Industry Lunch

June 25 • 11:30-1:30
Memorial Auditorium

Farm-to-Fork Events

Legends of Wine
September 10
Capitol

Tower Bridge Dinner
September 13

Festival
September 18 • 4:30 pm-9 pm
September 19 • 11 am-10 pm
Capitol Mall



Information

News, updates to share:
whatsup@visitsacramento.com

Marketing documents, presentation:
visitsacramento.com/marketing



Q & A



DRAWING

SACRAMENTO



THANK YOU!

SACRAMENTO

