

2024 SALES CO-PROMOTIONAL FUND

OVERVIEW

New in 2024, Visit South Bend Mishawaka has created a sales co-promotional fund of \$100,000 to help support St. Joseph County hotels and attractions in bringing more guests to the area for leisure, group, and business travel.

WHO IS ELIGIBLE TO PARTICPATE?

Open to any hotel or hospitality or tourism-related venue in St. Joseph County.

EXAMPLES

- 50/50 split towards advertising opportunities
- Tradeshow registration buydowns
- Opportunities to attend sales blitzes and/or clients events planned by VSBM
- Other sales-focused promotion
- Stay-and-play/dine weekend promotion

DESIGN & EXECUTION

VSBM will gladly handle all design elements of the marketing material needed unless the partner has its own collateral, which should then include the VSBM logo. The design will also align with the VSBM brand. Any digital or print calls-to-action will be directed to the VSBM website where there will be a landing page (or DIGIDECK) created to match the information about the material with links to partner sites.

BILLING

VSBM will pay the total cost of the opportunity and invoice the partner(s) for the agreed upon amount.

TIMING

The fund is available starting January 1, 2024, and all funds will be expended by December 1, 2024. Access to the funds, assuming approval of the concept/use by the partner, is on a first-come, first-served basis. Priority will be given to initiatives/campaigns that drive hotel room nights and/or sales activities that generate new business, e.g. sales trade shows. While there is no limit to any one request, the intent is to magnify and amplify the work of our partners in St. Joseph County.

QUESTIONS

Contact Nicole Lawler at 574.400.4020 or nlawler@visitsouthbend.com or Nick Kleva at 574.400.4021 or nkleva@visitsouthbend.com for more information.