



## 2021 ADVERTISING OPPORTUNITIES at Watkins Glen State Park Visitor Center

The Watkins Glen Area Chamber of Commerce partners with New York State Parks to operate the new Visitor Center at Watkins Glen State Park. In 2019 it is estimated that the park welcomed hundreds of thousands of visitors. In 2020, the Visitor Center welcomed over 90,000 visitors. The Chamber presents the following advertising opportunities to enable your business to reach a portion of these visitors as they come through our Visitor Center doors.

### 1. Distribute your brochures in the Visitor Center

Display your brochure or rack card in the Visitor Center. Cost is \$160 per season and *only 80 spaces are available*.

*To secure brochure distribution, complete and return the contract with payment at your earliest convenience. Brochure space is limited and available on a first come, first served basis. We will begin with a minimum of 1,000 brochures from each partner and contact you to restock our supply as needed.*



### 2. Run a commercial on the Visitor Center television

Video leaves an indelible impression on visitors. Utilize the flat screen TV in the new Visitor Center to send your message and put your business in front of the thousands of people who will pass through the Center through the season. Only 8 advertisers are allowed each month with a maximum video length of 2 minute, ensuring great coverage for all. Video does not include audio, so please plan accordingly. Videos must be approved by the Chamber. You must submit your video 30 days in advance of the month in which you plan to advertise. Cost is \$130 per month.

*To secure television advertising, complete and return the contract with payment at your earliest convenience. Television advertising is limited and available on a first come, first served basis.*

**Ready to take advantage of these fantastic advertising opportunities?  
To secure your spot today, complete page 2 and return with payment.**

**2021 Watkins Glen State Park Visitor Center  
Advertising Contract**

**Brochure Distribution - \$160 for the season**

**Television Advertisement - \$130 per month**

OFFICE USE ONLY – Initial and date each line as items are received: _____ Received signed contract _____ Received payment
--

**Please select which months:**

June     July     August     September     October     November-April

Total number of months \_\_\_\_\_ x \$130 = \_\_\_\_\_ TOTAL

**TOTAL ADVERTISING INVESTMENT: \_\_\_\_\_**

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

**Contact Name:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_ **Contact Phone Number:** \_\_\_\_\_

**CONTRACT SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**PAYMENT**

**CHECK # \_\_\_\_\_** {Please make check payable to Watkins Glen Area Chamber of Commerce.}

**CREDIT CARD**

**Please circle one: Master Card / Visa / American Express**

Card #: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

**Return to:**

Michael J. Hardy, Executive Director

[Michael@watkinsglenchamber.com](mailto:Michael@watkinsglenchamber.com)

Office Phone: 607-535-4300

Fax: 607-535-6243

214 N. Franklin Street, Watkins Glen, NY 14891