

PROMO BUNDLES

Some of our favorites, bundled to make things easy!

These are our one-stop, grab-and-go packages. Pick the one that's a good fit for you, and we'll take care of the rest.

PLATINUM PARTNERSHIP UPGRADE

- Featured Listing in Carefree Travel Guide
 - 1 Year Standard or Mobile Digital Ad
 - 2 Social Media Promotions (Package B)
 - 1 Newsletter E-Feature
 - 1 Special Announcement
- Annual Investment: \$2,500**

PREMIUM EVENT PACKAGE

- Promoted Social Media Post Announcing Event (Package A)
 - 3 months Standard Banner Ad on WMTA.org
 - Homepage Slider on WMTA.org
 - Your event listed & linked on the Event Calendar Sidebar on WMTA.org
- Investment: \$700**

PREMIUM SEASONAL BUSINESS PACKAGE

- Promoted Social Media Post Announcing Season Opening (Package A)
 - 6 months Standard Banner Ad on WMTA.org
 - E-Feature in WMTA Newsletter
- Investment: \$750**

GUEST WRITER FEATURES

GUEST WRITER BUNDLE

- Feature your own article on WMTA.org (includes text, images, and links)
 - Article will be promoted via Homepage Slider on WMTA.org for two weeks
 - Posted on WMTA's social media
- Investment: \$400**

New for 2022

Guest Writer Add Ons:

- Article promoted via boosted Social Media post: \$130 (Package A)
- Article featured in next Seasonal E-blast: \$100

"We had a great event and I want to THANK YOU for featuring the Critter Barn! Your organization is a great blessing."
-Mary R, Critter Barn

DIGITAL ADS

Amplify your message through our website or newsletters

We've got tons of different ways to get your message in front of people interested in West Michigan. Showcase yourself in various places on our website, or land right in people's inboxes.

WEBSITE OPTIONS

Leaderboard Banner Ad

- \$500/three months; \$1,600/year

Standard Banner Ad

- \$300/three months; \$900/year

Mobile Banner Ad

- \$300/three months; \$900/year

Homepage Slider

- \$200/two week run

Specials & Packages

- \$125/six months
- Value Add: Listed on our FB Page Offers

New for 2022

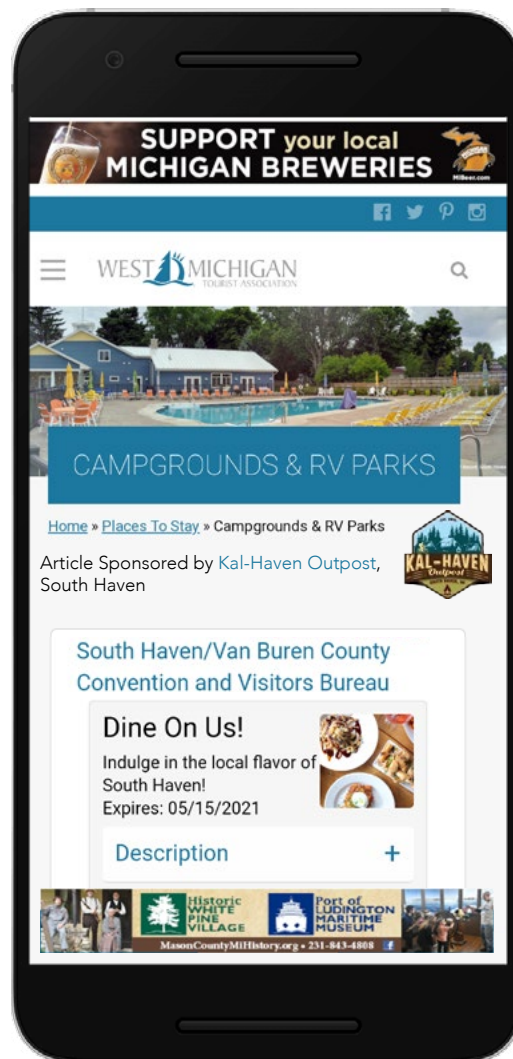
Event Calendar Feature:

- Your event listed & linked on the Event Calendar Sidebar on WMTA.org
- \$250 annually

New for 2022

Editorial Article Sponsor

- Includes your business name, logo & link as "Article Sponsor" at top of article
- Your photo & FB page will be used for a promoted post on social media showcasing the article
- \$250 per article



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E-NEWSLETTER OPTIONS

Travel Tips Newsletter

- **Full Banner** \$200/month
- **E-Feature** \$250/month
- **Featured Event** \$150/month

WMTA Partner Newsletter

- **Full Banner** \$100/month
- **E-Feature** \$150/month

Additional Newsletters

- **Seasonal Email Blast Inclusion** \$100/season
- **Dedicated Email Blast** \$600

New for 2022

- **Featured Destination Co-Op Campaign** \$750

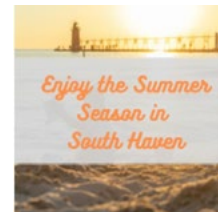
New for 2022

- **Featured Downtown/Area Co-Op Campaign** \$200



June is here, and West Michigan is ready for summer! Get outside with a [Game of Golf](#), or check out our list of [Outdoor Music](#) that you'll find around the area later this season.

YOUR SUMMER FUN STARTS AT
PURELUDINGTON.COM



Upcoming Events



[Boyne City PirateFest](#)

Head to Boyne City August 11-15 for a week of street performers, costumes, parades, treasure hunt, live shows and more!

REACH & STATS

E-NEWSLETTERS

- Over 30,000 opt-in subscribers
- Travel Tips Newsletter sent monthly
- Open rate above industry average

WMTA.ORG

- 2.9 million pageviews over past year
- 5+ pages per session (average)
- Ongoing SEM and SEO

SOCIAL MEDIA

Take advantage of our expertise and engaged audiences

Expand the reach of your social messages by having WMTA pay to promote your content socially through our Facebook and Instagram pages, reaching people interested in West Michigan travel.

PROMOTED SOCIAL MEDIA POST

Five Day Paid Promotion Packages
(Estimated reach per day)

- **A:** \$130 (881 – 2,500)
- **B:** \$205 (1,500 – 4,400)
- **C:** \$430 (3,100 – 9,100)
- **D:** \$830 (5,900 – 17,100)
- **E:** \$1,630 (11,400 – 32,900)

Ask about reaching a specific targeted audience with your message: Golfers, Beer Drinkers, Camping Enthusiasts etc.

FACEBOOK OFFERS

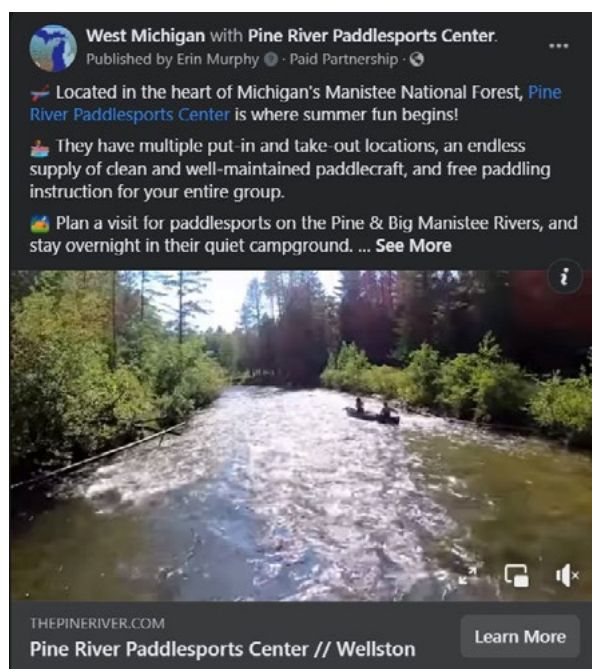
Boosted Facebook offers are an easy way to reach travelers with a special offer or discount.

- **Light** \$60/five day run
- **Standard** \$85/five day run
- **Extended** \$150/ten day run

Choose to target all our page's fans, or target in a specific city.

Add On: List your offer on the WMTA.org Packages/Specials page for \$25/month or \$75/three months.

REACH & STATS



PINE RIVER PADDLESORTS

- 8.1K video views
- 1.7K engagements
- Package A

WHITE LAKE AREA COC

- 41.5K reach
- 3.1K engagements
- Package C

BONOBO WINERY

- 15.2K reach
- 1.9K engagements
- Package A

Not sure what content to feature?

This is a great way to promote your content from our Monthly Editorial Articles.

TRAVEL SHOWS

We'll save you time, money, and staff hours

Our trade show team will distribute your materials from our West Michigan booth, getting your brochures in the hands of people actively looking for travel ideas.

2022 TRAVEL SHOWS

- **Grand Rapids Camper, Travel & RV Show**
January 20-23 | Grand Rapids, MI
- **Chicago Travel & Adventure**
February 5-6 | Chicago, IL
- **Outdoorama**
February 24-27 | Novi, MI
- **Michigan Golf Show**
March 4-6 | Novi, MI
- **West Michigan Women's Expo**
March 18-20 | Grand Rapids, MI
- **International Women's Show**
April 28-May 1 | Novi, MI

Cost to Participate

- Rack Cards (x500): \$200 per show
- Travel Books (x400): \$300 per show

Sign up for all six shows and receive the Global Sponsorship for the virtual show FREE!

WANT EXTRA EXPOSURE?

Trade Show Featured Partner

- Special Announcement sent to show attendees
- Giveaway promoted at booth
- Space on show handout
- Investment: \$500 + Giveaway Package

Show Handout

- 1,000 copies printed per show
- \$75 for 1/6 page

We Love Volunteers!

Interact with travelers, help promote West Michigan, and hand out literature (including your own) to travelers. If you are interested, please contact Erin@WMTA.org.

VIRTUAL TRAVEL SHOW

WEEK OF MAY 1, 2022

Virtual Show Booth: \$75

Feature your property at the WMTA virtual show with a 250px digital booth. Your banner and link will also be housed on the show's giveaway page on WMTA.org and promoted through our social media.

Global Sponsor/Virtual Show Giveaway: \$500

Be featured at the WMTA virtual show with a Giveaway to your property. You provide the giveaway. We'll provide the audience. We promote the giveaway via our website, social media, and work with you to put together a follow up email to those who signed up to win your prize.



VIDEO STREAMING

Drive more visitors by offering live views

WMTA has teamed up with WM Vision to offer live video streaming services to our partners. Show off your livestream online, at Michigan Welcome Centers, and on Smart TVs.

We'll provide you with the camera (and some tips on where to install it), include your video stream in our gallery of West Michigan Live Cameras, and help you promote & use the video feed on your own sites!

THREE-YEAR CONTRACT WITH CAMERA

Our Live Cameras had over 9 million minutes of views this summer, with lots of regular, repeat viewers.

- **Free:** Ask us about covering your costs through sponsorships
- **Fixed (Stationary) Camera:** \$295/month (all in) or \$ 3,600 cap + \$195/month
- **PTZ (Pan, Tilt, Zoom) Camera:** \$410/month (all in) or \$6,500 cap + \$225/month

GALLERY SPONSORSHIP

Showcase yourself in our Camera Gallery, which saw more than 1.7 million pageviews over the past year.

- **Global Sponsor:** Ad space on the Camera Gallery page, as well as on each live cam's page, plus your logo on all cam feeds (rotates through main sponsors upon page load). Six month cost: \$2,000
- **Cam Sponsor:** Pick which live stream you'd like your banner ad to be featured below. Six month cost: \$750

TRAVELMI.TV

There are opportunities available to share your Live Camera feed or promotional message at your nearest Welcome Center, online, and through smart TVs with TravelMi.tv.

WHERE DOES TRAVELMI.TV AIR?

- Plays 24/7 in Welcome Centers throughout Michigan, capturing 90% of all welcome center foot traffic. The Welcome Centers see over 6 million visitors each year.
- The televisions are positioned so they can be viewed even when the Welcome Center's information center is closed.
- Streaming live online. The Welcome Centers are equipped with a QR code visitors can scan to take TravelMi.tv on the road with them.
- On Smart TVs at home. The TravelMi.tv Roku channel has already had over 1,000 organic downloads! Look for the station to be rolling out on Fire TV, Android TV, and Apple TV as well.



SUSTAINING SPONSORSHIP

Go above and beyond the standard partnership benefits

Be showcased as one of the brightest and best supporters of West Michigan tourism by becoming a Sustaining Sponsor.

You'll get constant exposure from all of the Sustaining Sponsor benefits, which represent over 1.2 million impressions annually.

We can customize the benefits to align with your marketing goals, guaranteeing to get your name in front of West Michigan travelers in a dynamic way.

Your investment will go towards funding the furthering of tourism in the entire West Michigan area.

And the cost? Just \$1,000 per year.

SUSTAINING SPONSOR BENEFITS

- Your logo in the introduction of the annual Carefree Travel Guide
- Showcased on WMTA.org
- Digital banner in the Partner Access of WMTA.org
- E-blasts to our database on your behalf
- Featured at all travel shows attended by WMTA
- Included in every e-blast sent out by WMTA
- Featured in the WMTA partner e-newsletter
- Featured at each WMTA Partner Reception

**\$7,500
Value!**

"The year-round exposure from our Sustaining Sponsorship is a tremendous value, and we are proud to support WMTA and local tourism."

-Peter L. WM Vision



CONTACT INFORMATION



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USE YOUR PARTNERSHIP

Stay engaged to get the most out of your partnership



KEEP YOUR PROFILE UPDATED

Keep your profile up to date with new information, updates to your property, and lots and lots of photos! Photos attract people's eye, let them get a feel for your place, and are very sharable, letting people easily post you to their Pinterest, Facebook, and more. There's space for videos, links, & more as well.



SUBMIT CONTENT EACH MONTH

Make sure you're included in our newsletters by listing your events on our Event Calendar and by submitting content for the different topics we cover each month. You've received a copy of our Editorial Calendar, so keep that in a prominent place so you remember to send in your ideas each month! If your content fits, we'll use it!



INTERACT ON FACEBOOK

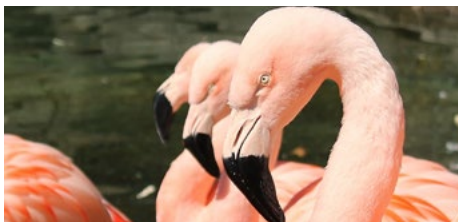
Sharing and commenting on others' posts help drive more traffic to them, so here's one area where it really pays to be connected!

Find our public page and group at [Facebook.com/WestMichiganTourism](https://www.facebook.com/WestMichiganTourism), interact in the linked group there, and join our "WMTA Partners" Facebook Group to stay connected. If you add events on your Facebook page, make sure to add us as a co-host.



LET US KNOW WHO TO CONTACT

Your marketing manager, event planner, or front desk staff might have valuable insights & information that we can help promote. Let us know whose contact info to keep on file, and we'll go to all of you for insights when we're looking for information, and let you all know about new opportunities to promote your property through WMTA as they arise.



LIST YOUR EVENTS

Our Event Calendar is one of the top visited pages on our website, along with being where we get ideas for media appearances, social media, and newsletter topics. Events that you add when logged in to WMTA.org will also populate on Michigan.org, saving you the effort of adding your same events in multiple places!



SEND US YOUR NEWSLETTERS AND PRESS RELEASES

It's easier for us to help promote you if you keep us in the loop! Add Erin@WMTA.org to your newsletter & press release lists, so all of your great announcements will be delivered directly to our marketing team!