



scenic sights. paysages sereins.
urban delights. délices urbains.

2017 Sudbury Tourism Marketing Partnership Opportunities

The year ahead represents a major milestone for Canada: 150 years since Confederation. Canadians will be celebrating from coast-to-coast. In the spirit of celebration and inclusion, Sudbury Tourism invites you to be part of a specially priced **annual marketing program**.

visibility

networking

access

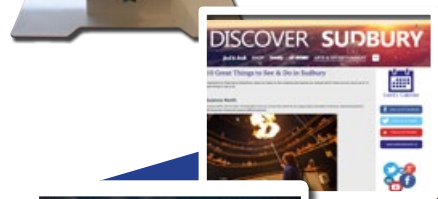
return on investment

Increase traffic to, and revenue for your business

- Become part of a \$500,000+ annual marketing program
- Position your business to benefit from a growing tourism market
- Actively participate in the success of the tourism industry in Greater Sudbury

Stretch your marketing dollars and increase your:

- **VISIBILITY**
- **NETWORKING** opportunities
- **ACCESS** to future marketing initiatives
- **RETURN** on investment



JOIN
for only
\$150!
*Plus HST.

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Listing on sudburytourism.ca
355,257 Visitors and growing

- a • Organization name
- Thumbnail and expanded photo
- Logo
- Telephone number
- Hyperlink to your website
- Google map pin for your location
- Short description (up to 50 words)

Digital Kiosk Listing
107,750 Touches annually.

- b • Organization name
- Categorized Google map pin
- Profile callout box

Social Media & Events Calendar

3,594 Facebook Followers | 4,361 Twitter Followers
1,287 Instagram Followers

- c • Increase arrivals to your web site and your organic search result ranking
- Inclusion of your organization in mentions across all Sudbury Tourism social media platforms, as appropriate
- Listing of your key events on the Tourism Events Calendar

À la carte Opportunities*

- One and/or two printed seasonal, bilingual Visitor Guides
- Brochure Rack Program
- Website and Kiosk Banner Ads
- Familiarization (FAM) Tour participation and sponsorships
- Buy-in, attend, sponsor or otherwise participate in opportunities as they arise, exclusive to partners.
- Please see pages 3 and 4 for currently available options and rates

*Opportunities to buy in to additional à la carte options over the course of the year

Your Annual Partnership Includes:



*Join for only \$150 + HST. This annual partnership fee entitles you to a partner listing on the website and on the digital information kiosks as well as inclusion in official social media channels and the online events calendar for the 2017 calendar year. Additional programs are available "à la carte" to help you increase your visibility and generate leads online, in print, in person and through the digital kiosks. Additional opportunities to benefit from the expertise, influence and proven results of Sudbury Tourism may arise over the course of the year. Be the first to find out about these emerging opportunities when you are a partner of Sudbury Tourism.

About Sudbury Tourism:

Destination Marketing Organization
for the City of Greater Sudbury

- Operates a 1-866#, local telephone number and official email address
- Provides a referral service for partners
 - Maintains a brochure rack program
- Produces the official Sudbury Visitor Guide in two seasonal bilingual editions per year (70,000 printed and strategically distributed)
- Coordinates familiarization (FAM) tours and much more!

**Sudbury Tourism develops / maintains the City's
official Tourism social media channels and websites:**

sudburytourism.ca | discoversudbury.ca
Online Events Calendar
Facebook | Twitter | Instagram



À la Carte Options

2017 Sudbury Tourism Marketing Partnership Opportunities

Brochure Rack Program \$250!

*Plus HST.

Your brochure would appear on more than 20 racks throughout the city for one calendar year

- Year round presence in primary rack locations at Science North, Sudbury Airport, Tom Davies Square, and Greater Sudbury Chamber of Commerce
- Displayed at seasonal brochure racks at Dynamic Earth and Downtown Tourism booth at The Market
- Distribution may include other rack locations in various hotels and attractions during partner's season, wherever possible and practical.

Note: Space within the brochure distribution program is limited and will be awarded on a first come first served basis. Brochures must meet quality standards as determined by Sudbury Tourism; are limited to max. 4" W X 9" H standard size; and a minimum 1,500 brochures for start-up is required, produced by and at partner expense.

Website & Kiosk Banner Ads

(Max 4 per category page)

Be one of only four banner ads in a slide show at the top of a category page for the current calendar year. Design services included.

\$1,000 / category

Select your 1st, 2nd and 3rd category choices. Banner ads will be allocated on a first come, first served basis, subject to availability.

Includes photo, logo, business name, teaser text and link to your business profile on Sudbury Tourism.

- EAT page
- SLEEP page
- MEETINGS, CONVENTIONS & SPORTS page
- EXPLORE page
- SHOP page
- TRAVEL TRADE page



Website & Kiosk Banners \$1000*

*Plus HST.

Visitor Guide \$150 to \$1700*

*Plus HST.

Visitor Guide (Digest Size) - Listing Options - Designed by Sudbury Tourism -
Sudbury Tourism produces two seasonal, bilingual Visitor Guides annually.



1/6 Page (2.5" x 2.5")

Spring/Summer \$150 (Circulation 45,000) | Fall/Winter \$100 (Circulation 25,000)

Includes:

- Business name
- Photo (.jpg min 300 ppi)
- Description in EN (max 16 words will be translated)
- Street address
- Phone number
- Website



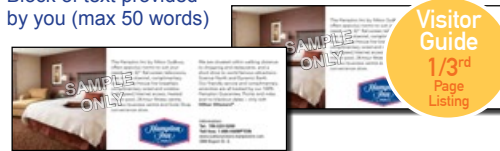
Visitor Guide 1/6th Page Listing

1/3 Page Horizontal (2.5" x 6")

Spring/Summer \$300 (Circulation 45,000) | Fall/Winter \$250 (Circulation 25,000)

Includes:

- Business name
- Logo (transparent .eps)
- Photo (.jpg min 300 ppi)
- Block of text provided by you (max 50 words)
- Street address
- Phone number
- Website



Visitor Guide 1/3rd Page Listing

Coupon Page in Visitor Guide (NEW)

1/8 page (Double-sided 1.75" x 2.5")

Spring/Summer \$75 | Fall/Winter \$50

Includes:

- A-side: Business name, logo, offer description
- B-side: Terms & conditions

Available with the purchase of a listing in the corresponding guide. Offers must include a financial incentive, and clear expiry date. By purchasing a coupon you agree to track and report on redemptions of the offer.

Visitor Guide 1/8th Page (Coupon)

1/2 Page Vertical (3" x 6.5")

Includes:

- Business name
- Logo (transparent .eps)
- Photo (.jpg min 300 ppi)
- Block of text provided by you (max 100 words)
- Street address
- Phone number
- Website

Spring/Summer \$500 (Circulation 45,000) | Fall/Winter \$400 (Circulation 25,000)



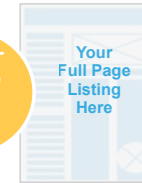
Visitor Guide 1/2 Page Listing

Full Page (5.5" x 7")

Includes custom design:

- Business name
- Logo (transparent .eps)
- Photo (.jpg min 300 ppi)
- Block of text provided by you (max 100 words)
- Street address
- Phone number
- Website

Spring/Summer \$950 (Circulation 45,000) | Fall/Winter \$750 (Circulation 25,000)



Visitor Guide Full Page Listing

Sponsorships

If you are interested in sponsorship opportunities, we will follow up with you, as they become available:

- FAM Tours (Travel Media, Group Tour, etc.)
- Conferences/Trade Shows
 - Ontario Motor Coach Association (OMCA)
 - Canadian Sport Tourism Alliance (CSTA)
 - Travel Media Association of Canada (TMAC)
 - Canadian Society of Association Executives (CSAE)
- Sales Missions
 - Meeting Planners

Interactive Touch Screen(s)

- If you are interested in potentially hosting an interactive touch screen in your facility, Sudbury Tourism will be examining the feasibility in 2017 and will be looking for venues to pilot this project.

Other Ways to Get Involved

Spread the word

- Add value to the services you already provide by connecting your visitors to the help Sudbury Tourism offers for their travel planning
- Provide a link from your website to sudburytourism.ca. Check out the toolkit for suggestions at sudburytourism.ca/partners
- Use Sudbury Tourism hashtags (#) in your social media efforts
- Share Sudbury Tourism stories via your communications channels and we'll reciprocate

Let us help you grow opportunities

- Building capacity is what we do.
- Let us connect you to others and leverage resources beyond the obvious
- Draw on our industry expertise and awareness for business and funding opportunities

Keep us in the loop

- Let us know what you're working on. We may be able to set you on a path you hadn't considered
- Successes should be trumpeted. We can't wait to tell the world about yours!

To confirm your commitment to the Sudbury Tourism Marketing Partnership for 2017, **please submit your online form by November 30th, 2016 at: sudburytourism.ca/partnershipopportunities**

Contact us for further information:

Sandy Brouse
Technical Coordinator (Partnership)
705-674-4455 ext 4416 | sandy.brouse@sudbury.ca

Dana Jennings
Business Development Officer (Tourism)
705-674-4455 ext 4633 | dana.jennings@sudbury.ca

Meredith Armstrong
Manager of Tourism and Culture
705-674-4455 ext 4430 | meredith.armstrong@sudbury.ca

