

VISIBILITY PLAN

CONTEXT

Outaouais Tourism is pleased to partner with tourism industry promoters and entrepreneurs within its territory. Our dynamic team is committed to promoting our destination, and thanks to your events, activities and attractions, we have a rich and attractive product to offer our visitors!

In the context of an agreement between Outaouais Tourism and your organization, here is a list of the visibility levels and opportunities to be discussed in return for our financial commitment:

WEBSITE

1. Outaouais Tourism logo on partner's website
2. Publication or promotion of relevant content specified by Outaouais Tourism

OFFICIAL PROGRAM, PRINT AND DIGITAL MARKETING MATERIALS

3. Outaouais Tourism logo on official program or other print marketing product
4. Outaouais Tourism logo on an item of official event clothing
5. Publication/display/promotion of Outaouais Tourism's website
6. Partner acknowledgment of Outaouais Tourism on a print product
7. Opportunity for Outaouais Tourism to distribute promotional material in a kit or gift bag or by other means
8. Outaouais Tourism visibility (logo and/or acknowledgment) on a screen
9. Outaouais Tourism visibility (logo and/or acknowledgment) in a newsletter released before and after the event
10. Presentation of a video provided by Outaouais Tourism during the event or as part of the media campaign

INDICATE TIMELINE AND APPROVAL DEADLINES:

MEDIA RELATIONS

11. Invitation for Outaouais Tourism to participate in the media announcement of the event
12. Invitation for an Outaouais Tourism spokesperson to participate in the media announcement
13. Opportunity for Outaouais Tourism to provide a quote for inclusion in the media release announcing or reviewing the event
14. Opportunity for inclusion of Outaouais Tourism logo on the media release
15. Opportunity for Outaouais Tourism to present a prize

INDICATE TIMELINE AND APPROVAL DEADLINES:

SOCIAL MEDIA

16. Partner agrees to use the #outaouaisfun hashtag when announcing or promoting the event
17. Partner agrees to acknowledge Outaouais Tourism on social media during the media announcement
18. Partner agrees to publish a photo provided by Outaouais Tourism on social media during the event, accompanied by the #outaouaisfun hashtag

ON-SITE ACTIVATIONS

19. Opportunity for Outaouais Tourism to have a team on site during the event to welcome visitors (visitor kiosk) or conduct an activation (a promotional activity organized by the Outaouais Tourism team)
20. Opportunity for Outaouais Tourism to have an on-site presence via banners, pennants/flags or other

COMPLIMENTARY TICKETS

21. Minimum of four (4) event tickets
22. Invitation for two (2) people to a cocktail reception or other VIP activity

* Partner must use the Outaouais Tourism logo supplied by Outaouais Tourism team. Outaouais Tourism reserves the right to approve final proofs of marketing or other products to ensure the integrity of the Outaouais Tourism brand.

Following discussion between the partners, **Outaouais Tourism** and
agree to the visibility terms and opportunities indicated above, in return for an investment of
from Outaouais Tourism to your organization.

SIGNATURE OF THE PARTIES

and

FRANCE BÉLISLE
General Manager, Outaouais Tourism

(NAME IN CAPITAL LETTERS)

Title/Position