



# CORPORATE INVESTOR

Enjoy the benefits detailed below when you invest in the future of tourism.

BENEFIT	FOUNDATION	PRESENTING	AMBASSADOR
Did You Know Video Feature	○		
Tourism Marketing Day & Annual Meeting Event Tickets	○ 8 Tickets	○ 4 tickets	○ 2 tickets
Tourism Marketing Day & Annual Meeting Event Sponsorship [Logo recognition]	○		
Lunch & Learn Sponsor [One month]	○		
Tourism With A Twist Sponsor [One month]	○	○	
DLV-TV Commercial	○ 12 months	○ 6 months	○ 3 months
DLV-TV Mention [12 months]	○	○	
Partner E-Newsletter Ad [3 months]	○	○	
Visitors Guide & Annual Report Highlight	○	○	○
Website / Listing Detail Page [12 months]	○	○	○
Blog Post	○		
<b>COST:</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>

**Benefit descriptions on reverse**

# CORPORATE BENEFIT DESCRIPTIONS



## "DID YOU KNOW?" VIDEO FEATURE

A 20-second HD video with voice-over, professionally produced, and edited. Airs as part of the "Did You Know?" series on DLV-TV, YouTube, and across social media channels.

## EVENT SPONSORSHIP

Sponsor Discover Lehigh Valley's annual events with brand recognition on all promotional materials.

The Annual Meeting celebrates partners, the state of Lehigh Valley tourism, and those who have made a significant contribution to the tourism industry as a whole by recognizing the recipients of the Partnership, Zenith, and Tourism awards. The event highlights accomplishments of the DLV team.

Tourism Marketing Day features educational sessions on a variety of topics affecting tourism, including best practices, trends in consumer behavior, and a look ahead to next fiscal year.

## LUNCH & LEARN SPONSOR

Discover Lehigh Valley offers a series of workshops, seminars, and discussions, centered around best practices. This series is held monthly. Topics include Social Media Trends, Pitching Media Outlets, Writing/ Curating Content, Analytics, Branding, etc. Sponsor will be given logo recognition, as well as three minutes to kick off the session and leave attendees with a promo item.

## TOURISM WITH A TWIST SPONSOR

Who doesn't like a good happy hour? At Discover Lehigh Valley we are no different. Happy hours, affectionately known as Tourism with a Twist, give you the opportunity to mix and mingle with Discover Lehigh Valley staff, partners, and others in the travel and tourism industry. Held at different venues throughout Lehigh Valley, sponsoring companies address the group and have logo recognition in all communications regarding the event. Held the last Wednesday of July, September, January, March, and May.

## VISITOR GUIDE & ANNUAL REPORT HIGHLIGHT

The "Discover Lehigh Valley Official Visitors Guide" is the signature, collateral piece that navigates visitors and residents through Lehigh Valley. Highlight will be in the Corporate Investors section, with a print circulation of 150,000 and digital impressions to exceed 12,000. The Annual Report recognizes Corporate Investors.

## DLV-TV CHANNEL

Your channel for "where to go" and "what to do" in Lehigh Valley. Airs on 189 on RCN, both 189 and 49 on Service Electric Cable TV, and rotates between 13 and 113 on Blue Ridge Cable. Seen in 300,000+ households and 70+ hotels and B&Bs locally with a monthly viewership in excess of 600,000. Your 30-second commercial will see an average of 48 spots per day, 1,440 per month. Mentions to be on a logo slide.

## PARTNER E-NEWSLETTER AD

Reach 500+ Lehigh Valley business executives with our digital round-up of Lehigh Valley partner news and Discover Lehigh Valley's highlights.

## WEBSITE / LISTING DETAIL PAGE

Formatted web page on DiscoverLehighValley.com, which includes a profile of your business (with up to 600 words of copy, six photos, and logo), links to your website, social media outlets and coupons, special promotions, and events with links, if applicable.

## BLOG POST

Dedicated blog post written by Discover Lehigh Valley and published on LehighValleyInSite.com.