

# LIFT YOUR Spirits Discover LEHIGH VALLEY®

## Corporate Sponsor Levels

BENEFIT	FOUNDATION	PRESENTING	AMBASSADOR
Push Down Website Banner [About Lehigh Valley]	●		
Did You Know Video Feature	●		
Event Sponsorship [2 tickets, each]	●	●	●
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	●	●	●
Website / Listing Detail Page [12 months]	●	●	●
Blog Post	●	●	●
<b>COST:</b>	<b>\$5,000</b> [VALUED \$6,210] 20% SAVINGS	<b>\$2,500</b> [VALUED \$3,225] 22% SAVINGS	<b>\$1,000</b> [VALUED \$1,185] 16% SAVINGS

# Corporate Sponsor Level Descriptions

## PUSH DOWN WEBSITE BANNER ADVERTISING |

VALUE...\$500 PER MONTH

DiscoverLehighValley.com is the first stop for visitors looking for Lehigh Valley information on hotels, restaurants, attractions, events, and other activities. Whether it's a place to get away, grab a bite to eat or drink, the need for a meeting or sports venue, or group-friendly attractions, DiscoverLehighValley.com bundles it all together for an authentic Lehigh Valley experience. In addition, the site is used heavily by locals for living, working, and playing around the region. Push down opportunity is for the About Lehigh Valley section in the main navigation.

## "DID YOU KNOW?" VIDEO FEATURE | VALUE...\$500

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. Final approval by featured company.

## EVENT SPONSORSHIP | VALUE...SPONSOR & 2 TICKETS FOR EACH EVENT VALUED AT \$1,100

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

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 night highlights accomplishments of the DLV team and often includes a speaker or themed event over dinner.

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 | VALUE...\$1,200

Discover Lehigh Valley is excited for a new series of workshops, seminars, and discussions, centered around best practices. This new series will be held monthly and open to the public. Topics to 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 | VALUE...\$100

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 |

VALUE...\$275

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 Sponsors section, with a print circulation of 200,000 and digital impressions to exceed 12,000. The Annual Report recognizes Corporate Sponsors.

## DLV-TV CHANNEL | VALUE...\$445 FOR 3 MONTHS; \$785 FOR 6 MONTHS; & MENTION VALUE \$300

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. Commercials see an average of 48 spots per day, 1,440 per month. Mentions to be on a logo slide.

## PARTNER E-NEWSLETTER AD | VALUE...\$300

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 | VALUE...\$365

A 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.

## EXCLUSIVE & INCLUDED FOR ALL PARTNERS

### BLOG POST

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