



## 2017/2018 Finger Lakes Visitors Connection

### Partnership Opportunities

- 1 Premier Persona Partner
- 2 #FLXperience Partner
- 3 Jump In! Partner
- 4 Sign-up!



## Premier Persona Partner

4 Premier Persona Partner Sponsorships are available, one per segment (Foodie, Outdoor Adventurist, Cultural Aficionado, and Wellness Seeker). These partners will benefit from superior exposure within all facets of our integrated marketing program.

- 6 week rotation on Finger Lakes TripAdvisor Destination Page
- (2) 6 week page takeovers on visitfingerlakes.com
  - Video Feature or Home Page Slider Image Feature
  - *Rotations available: (1) November – April and (1) May – October*
- Production of 1 Brand Journalism Video
  - Sample: Stonybrook Wholehearted Oils
  - To be used in social media promotion
  - Featured on visitfingerlakes.com home page
- Display Listing within Tablet Map and front of map presence
  - Includes all tablet maps printed within the 24-month partnership
  - Distribution: 60,000
- Visitors Guide
  - 3 mentions within guide but not limited to photo placements.
  - Distribution: 50,000
- Image Feature on Gateway Mini-Hub (Year 2)
  - Poster/Display prominence
  - Brochure prominence
- Inclusion within 6 Blog Posts
  - Including one quarterly feature
- 6 Features within social media
  - Promoted Posts
- Inclusion within 1 Special Promotion
  - Contest
  - Special Guide (Foodie Guide, Wedding Guide, etc. TBD based on annual planning & market trends)
- Inclusion within Message on Hold
- 6x feature within monthly email marketing campaign
  - Display Banner Ad
- Inclusion within Fam Tour/Media Tour
  - Blogger Influencer Campaign

**Total Investment: \$7,500**

Y1 2017: \$3,750

Y2 2018: \$3,750



## #FLXperience Partner

4 #FLXperience Partnerships are available, one per segment (Foodie, Outdoor Adventurist, Cultural Aficionado, Wellness Seeker).

- 4 week rotation on Finger Lakes TripAdvisor Destination Page
- (2) 4 week page take overs on VisitFingerLakes.com
  - Video Feature or Home Page Slider Image Feature
  - Rotations available: (1) November – April and (1) May – October
- 1 Brand Journalism Video
  - Sample: F. Olivers
  - To be used in social media promotion
  - Featured on visitfingerlakes.com home page
- Display Ad within Tablet Map
  - Includes all tablet maps printed within the 24-month partnership.
  - Distribution: 60,000
- Visitors Guide
  - 2 mentions within guide but not limited to photo placements.
  - Distribution: 50,000
- Inclusion within 4 Blog Posts
- 4 Features within social media
  - Promoted Posts
- Inclusion within Message on Hold (Year 2)
- 4x feature within monthly email marketing campaign
  - Display Banner Ad
- Inclusion within Fam Tour/Media Tour
  - Blogger Influencer Campaign

**Total Investment: \$5,000**

Y1 2017: \$2,500

Y2 2018: \$2,500



## Jump In! Partner

8 Jump In! Partnerships are available, one per segment (Foodie, Outdoor Adventurist, Cultural Aficionado, and Wellness Seeker).

- 2 week rotation on Finger Lakes TripAdvisor Destination Page
- (2) 2 week page take overs on VisitFingerLakes.com
  - Video Feature or Home Page Slider Image Feature
  - *Rotations available: (1) November – April and (1) May – October*
- Basic Listing within Tablet Map
  - Includes all tablet maps printed within the 24-month partnership.
  - Distribution: 60,000
- Visitors Guide
  - 1 mentions within guide but not limited to photo placements.
  - Distribution: 50,000
- Inclusion within 2 Blog Posts
- 2 Features within social media
  - Promoted Posts
- Inclusion within Message on Hold (Year 2)
- 1x feature within monthly email marketing campaign
  - Display Banner Ad

**Total Investment: \$2,500**

Y1 2017: \$1,250

Y2 2018: \$1,250

## Ready to Jump In?

If you are interested in joining the **FLVC 2017/2018 Partnership Program**, please contact any FLVC team member by **December 9, 2016**. We're ready and we hope you are too!

### Partnership Program Overview and Guidelines:

- Partnerships begin January 1, 2017
- All levels of the partnership programs are 24 months.
- First come, first serve basis!
- Strategic and unique partnerships are encouraged. Craft your own with us!
- Trade is currently not available as a form of payment. exceptions can be made on a case by case basis.
- FLVC Extranet is free to all Ontario County tourism businesses. It includes a free listing with one photo.
- Destination Travel Network (DTN) for [www.VisitFingerLakes.com](http://www.VisitFingerLakes.com) marketing opportunities are separate from the partnership program unless otherwise noted.
- A la carte options are available and will be announced throughout the year. Opportunities may include, but are not limited to tablet map, PR opportunities, special promotions or niche guides.



### Contact us:

Give us a call at 585-394-3915 with any questions. In the coming months, FLVC will follow up with each partner separately to review partnership agreements and strategic goals.

We look forward to partnering with you!