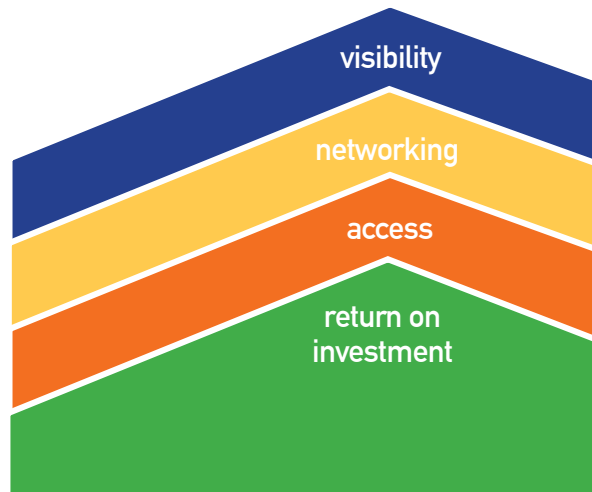




Sign up now for 2021 Sudbury Tourism Marketing Partnership Opportunities

Learn how your business or organization can tap into and benefit from a larger audience.

Sudbury Tourism invites you to be part of our **annual marketing program**.

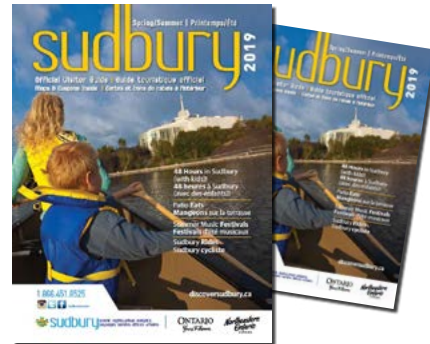


Increase traffic to, and revenue for your business

- 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 the entire year for only \$150*

JOIN for only \$150!

*Plus HST.

a Listing on discoversudbury.ca

187,022 Visitors and growing

- 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)

b Social Media & Events Calendar

f 9,095 Facebook Followers | t 8,271 Twitter Followers

ig 4,310 Instagram Followers

- 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 our Events Calendar

c Networking, Awareness, Resources & Experiences

Attend Sudbury Tourism Partnership meetings and Familiarization Tours. Receive our newsletter and gain access to resources.

Your Annual Partnership Includes:



*Join for only \$150 + HST. This annual partnership fee entitles you to a partner listing on discoversudbury.ca + inclusion in official social media channels & online Events Calendar for the 2021 calendar year + Networking Opportunities through our Sudbury Tourism Partnership meetings and Familiarization Tours. Additional programs are available "à la carte" to help you increase your visibility and generate leads online, in print, in person. Additional opportunities and resources are available through our Sudbury Tourism Partnership Program. Be the first to find out about these emerging opportunities when you become a Sudbury Tourism Partner.

About Sudbury Tourism:

Destination Marketing Organization for the City of Greater Sudbury

- Operates a 1-866 #, local telephone number and official e-mail address
- Provides a referral service for partners
- Maintains a Brochure Rack Program
- Produces the official Sudbury Visitor Guide (45,000 printed and strategically distributed)
- Coordinates familiarization (FAM) tours and much more!

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

discoversudbury.ca

Online Events Calendar

Facebook | Twitter | Instagram



À la carte Opportunities*

- One and/or two printed seasonal, bilingual Visitor Guides
- Brochure Rack Program
- Buy-in, attend, sponsor or otherwise participate in opportunities as they arise, exclusive to partners.
- Please refer to the opposite side of brochure for currently available options and rates

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

À la Carte Options

2021 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 (eg. Dynamic Earth)
- 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.

FREE

Featured Partner Listings & CrowdRiff Galleries

NEW FEATURES IN 2021

Be one of four **featured partners** for the current calendar year on select pages, including the homepage, of our **NEW discoversudbury.ca website**

Every new page and refresh will generate new opportunities for visibility on select pages. For optimal variety and exposure, each category will be represented equally in the following four categories:

THINGS TO DO | FOOD & DRINK | SHOP | STAY

Participate or be featured within Sudbury Tourism's **CrowdRiff Galleries**, a visual content marketing platform used as an additional inspiration tool to market Sudbury and attract visitors. Gain additional exposure and referrals to your channels when we import or embed selected social media content on our website and/or Sudbury Tourism blogs.



Visitor Guide
\$150 to \$1700*
*Plus HST.

Visitor Guide (Digest Size) - Listing Options

NEW! Sudbury Tourism will now be producing **one, four season, bilingual** visitor guide **annually**.



Take advantage of paying the **same prices for double the exposure!**

1/6 Page - \$150
(2.5" x 2.5") (Circulation 45,000)

Includes:

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

1/3 Page - \$300
Horizontal
(2.5" x 5.315") (Circulation 45,000)

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



1/2 Page - \$500
Vertical
(2.75" x 7") (Circulation 45,000)

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



Visitor Guide
1/2 Page Listing

Full Page - \$950
(5.5" x 7") (Circulation 45,000)

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



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

Events Calendar - It's FREE. Did you know our Events Calendar has an average of over **3,000+** views and over **150+** events posted per month? Submit your event online and drive additional traffic to your event, listing and/or website! | discoversudbury.ca/events

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 discoversudbury.ca
- Use #DiscoverSudbury and other 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 2021, please submit your online form by **November 30th, 2020**

discoversudbury.ca/partners

Contact us for further information:

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