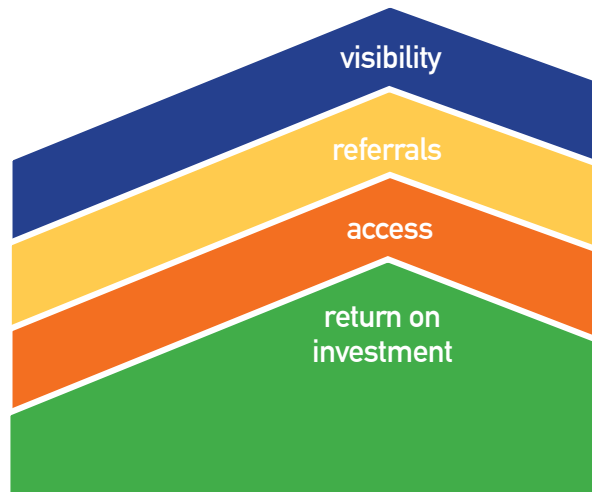




## Sign up now for 2024 Sudbury Tourism Marketing Partnership Opportunities

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
- REFERRALS
- ACCESS
- RETURN ON INVESTMENT



JOIN  
for the entire  
year for only  
**\$150\***

### Your Annual Partnership Includes:

JOIN  
for only  
**\$150!**



- a Listing on discoversudbury.ca**  
152,000 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 12,781 Facebook Followers | t 8,429 Twitter Followers  
 i 9,114 Instagram Followers
  - Increase referrals to your website 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 Industry Resources & Funding Opportunities**  
 Choose to participate in Sudbury Tourism Partnership meetings, receive our bi-monthly newsletter and additional opportunities to gain access to industry resources, upcoming seminars, event support and potential funding opportunities.

\*Join for only \$150 + HST. This annual partnership fee entitles you to a **Featured Partner Listing**, inclusion in **CrowdRiff Image Galleries + Events Calendar** on [discoversudbury.ca](http://discoversudbury.ca) (inclusion in **Social Media + Blog, Travel Media & Group Tour** opportunities (where applicable/possible) + **Access** to industry resources through Sudbury Tourism partnership meetings, receive our bi-monthly newsletter, upcoming seminars, event support and other funding opportunities for the 2024 calendar year. **Additional programs are available "à la carte"** to help you increase your visibility and generate leads online, in print, in person. Be the first to find out about 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 (30,000 printed and strategically distributed)
  - Dedicated team of industry professionals in key sectors including Business Development, Marketing, Travel Trade, Group Tour, Meeting, Convention & Sport
- Sudbury Tourism develops / maintains the City's official Tourism social media channels and website:**  
[discoversudbury.ca](http://discoversudbury.ca)  
 @sudburytourism: Facebook | Twitter | Instagram

### À la carte Opportunities\*

- One printed seasonal, bilingual Visitor Guide
- 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

## 2024 Sudbury Tourism Marketing Partnership Opportunities

Brochure Rack Program  
**\$250!**

\*Plus HST.

Your brochure would appear on more than 15 racks throughout the city for one calendar year

- Year round presence in primary rack locations at Science North, Tom Davies Square, Greater Sudbury Airport and Chamber of Commerce and more.
- Displayed at seasonal brochure racks (e.g.. Dynamic Earth)
- Distribution also includes other rack locations in various hotels, and attractions and may also be provided within related major event support packages.

*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 1,000 brochures for start-up is required, produced by and at partner expense.*

# FREE

Additional Partner Listing Exposure & Inclusion in CrowdRiff Galleries

# FREE ADDITIONAL EXPOSURE

Be one of our **featured partners** for the current calendar year on relevant pages, including the homepage, of our [discoversudbury.ca](http://discoversudbury.ca) website

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

THINGS TO DO | FOOD & DRINK | SHOP | STAY

**Opt-in** to 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 \$950\***  
\*Plus HST.

**Visitor Guide**  
(Digest Size) - Listing Options  
Sudbury Tourism produces **one, four season, bilingual** visitor guide **annually**.



Take advantage of only paying **one price for year-round exposure!**

**1/6 Page - \$150**  
(2.5" x 2.5") (Circulation 30,000)

Includes:

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



Visitor Guide  
1/6<sup>th</sup>  
Page Listing

**1/3 Page - \$300**  
Horizontal (2.5" x 5.315") (Circulation 30,000)

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



Visitor Guide  
1/3<sup>rd</sup>  
Page Listing

**1/2 Page - \$500**  
Vertical (2.75" x 7")

(Circulation 30,000)

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 30,000)

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 **5,000+** 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](http://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](http://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
- Host Travel Media and Group Tours

### 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 2024, **please submit your online form by November 30th, 2024**

To learn more visit:

[discoversudbury.ca/partners](http://discoversudbury.ca/partners)

Contact us for further information:

**Trisha Lavigne**  
Technical Coordinator (Partnership)

705-674-4455 ext 4667

[trisha.lavigne@greatersudbury.ca](mailto:trisha.lavigne@greatersudbury.ca)

