



EXPLORE  
*Waterloo Region*



---

# 2020 PARTNERSHIP KIT

---

# EXPLORE WATERLOO REGION PARTNERSHIP

**\$400** per year

Partnership includes:

- A **300-word listing** in the explorewaterlooregion.com directory with email, website, and social media links. Explorewaterlooregion.com has over **800,000+** page views annually.
- **NEW:** A listing, which includes email, website, and phone number, in **BOTH** the **Destination Guide** and the **PLAY Guide**, in market Spring 2020 (see listing upgrade options below).
- **NEW:** Opportunity to participate in **social media contest campaigns**.
- **NEW:** Inclusion of your organization in **mentions** and **shares** across Explore Waterloo Region's **social media platforms** (Facebook, Twitter, Instagram, and LinkedIn), where appropriate.
- Opportunity for mentions in **blogs** and in **consumer e-newsletters**.
- Opportunity to host influencers such as **travel media, bloggers, and photographers**.
- Access to Explore Waterloo Region's resources and tools - **Partner Extranet, Events Calendar, Event Impact Calculator, workshops**, and the **monthly partner e-newsletter**.
- **Network with the tourism community at the AGM** - a partners-only event that provides an in-depth look at the year's results and detailed insights into Explore Waterloo Region's strategies for the year ahead. Partners have **voting privileges** at the AGM.

## PRINT AND DIGITAL MARKETING

### DESTINATION AND PLAY GUIDES

The Destination Guide is a **lure piece** to entice travellers to visit Waterloo Region, and the PLAY Guide is a **resource** for things to see and do once visitors have arrived. Guides in market Spring 2020.

#### DESTINATION GUIDE DISTRIBUTION:

- 10 Ontario Travel Information Centres **across the province** and at **U.S. Border States**
- **125** targeted locations including attractions, hotels, restaurants, and visitor centres **across Ontario**
- Digitally published on explorewaterlooregion.com
- Shared on Explore Waterloo Region's social media channels

#### PLAY GUIDE DISTRIBUTION:

- **Local** hotels, attractions, restaurants, and visitor centres
- Meetings and conventions hosted in Waterloo Region
- **Sports** tournaments hosted in Waterloo Region
- Local **festivals** and **events**
- Digitally published on explorewaterlooregion.com
- Shared on Explore Waterloo Region's social media channels

#### INCREASE YOUR EXPOSURE IN BOTH GUIDES BY UPGRADING YOUR LISTING:

- 30-word description **\$100**
- 30-word description + photo **\$200**

	Destination Guide		PLAY Guide	
	Early Bird	After Nov. 15th	Early Bird	After Nov. 15th
<b>Outside Back Cover Ad*</b>	\$4,000	\$4,200	\$2,000	\$2,200
<b>Inside Front Cover Ad*</b>	\$3,000	\$3,200	\$1,500	\$1,700
<b>Inside Back Cover Ad*</b>	\$2,000	\$2,200	\$1,000	\$1,200
<b>Full Page Ad</b>	\$1,000	\$1,200	\$500	\$600
<b>1/2 Page Ad</b>	\$750	\$850	\$250	\$300
<b>1/4 Page Ad</b>	\$375	\$450		

\*First right of refusal to previous year's advertiser



# WEBSITE MARKETING

Explorewaterlooregion.com has over **800,000+** page views annually. Be featured on the most visited pages to capture the attention of this audience.

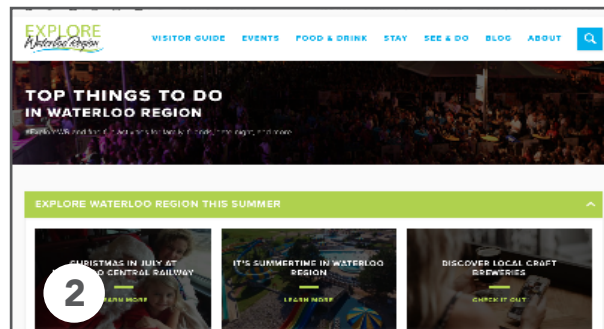
## 1. WHAT'S HOT \$600/month

Be one of two partners featured on the What's Hot homepage section, which directly links to your website.



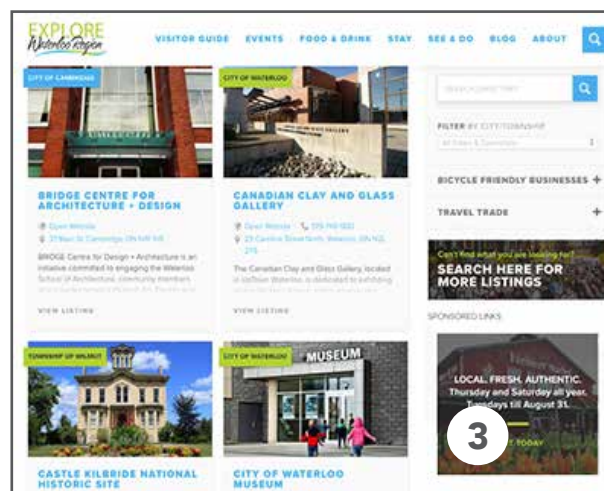
## 2. NEW: THINGS TO DO FEATURE \$400/month

Be in the exclusive first position on the Things to Do page, which is one of the most frequently visited pages on the entire website.



## 3. RUN OF SITE AD \$300/month

These ads appear on all directory and blog pages and are an effective way to increase brand awareness while directing traffic to a page of your choice.



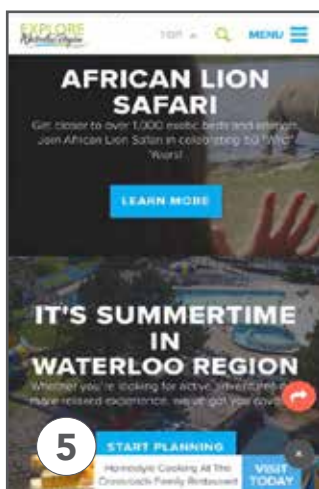
## 4. FEATURED LISTING \$150/month

Take advantage of the increased exposure and be sure that visitors see you first. Listing will appear at the top of the listing category (e.g. See & Do, Stay, Food & Drink, etc.) in the partner directory.



## 5. NEW: MOBILE BANNER \$300/month

Over 54% of visitors to the homepage are on a mobile device. Capture this audience with the exclusive mobile banner.



## WEDDINGS LISTING

\$250/Year

Increase your exposure and join the network of unique venues, accommodations, and vendors that have made Waterloo Region a destination for weddings. The weddings tab is highly visible on the homepage navigation menu and is **consistently ranked in the top 5 results on Google** when searching "Weddings in Waterloo Region".

**NEW:** The 300-word listing will be promoted through social media with **one geo-targeted boosted (paid) post** on Facebook and Instagram for **exposure** beyond Waterloo Region.

## FEATURE BLOG

\$300/Blog

Enhance exposure for your business in one of the most visited sections of explorewaterlooregion.com. This is an opportunity to tell your story and **highlight a special event, attraction or exhibition**. With your input, Explore Waterloo Region will craft a 300-word blog on a topic of your choice. The blog will also be promoted via three social media posts and through the consumer e-newsletter.

**NEW:** One **geo-targeted boosted (paid)** Facebook and Instagram post for **exposure** beyond Waterloo Region.

## SOCIAL MEDIA MARKETING

### 6 SOCIAL MEDIA POSTS

\$150/Year

Leverage Explore Waterloo Region's brand voice and the audience of **over 31,000+ followers** to promote your business.

Our team will consult with you to craft your messaging and recommend the best channels to promote your content.



### NEW: WEEKLY PARTNER SPOTLIGHT

\$250/Spotlight

The partner spotlight is specifically designed to reach multiple audiences across Facebook, Instagram and Twitter and raise top-of-mind awareness.

Each spotlight includes:

- One **boosted (paid)** Facebook carousel post (featuring three photos) that will be **pinned to the top** of Explore Waterloo Region's Facebook page for one week to expand **reach** and **engagement** to a targeted audience.
- Five **tweets** based on partner listings with one **pinned to the top of Explore Waterloo Region's Twitter profile** for one week.
- Three Instagram stories over the course of 24 hours, to be **added to Instagram Highlights** once spotlight has ended.

### #EXPLOREWR

Expand your reach beyond your followers and make your content discoverable by using **#ExploreWR** in your social media messaging!

# BEYOND WATERLOO REGION REACH CAMPAIGNS

Elevate your content with these exclusive, targeted, and customized campaigns designed specifically to **reach new audiences beyond Waterloo Region**.

Each campaign includes:

- Blog on [explorewaterlooregion.com](http://explorewaterlooregion.com), crafted by Explore Waterloo Region
- **Homepage feature** on [explorewaterlooregion.com](http://explorewaterlooregion.com)
- Two **geo-targeted boosted (paid) posts** on Facebook and Instagram for exposure beyond Waterloo Region
- Slider feature on Waterloo Region's landing page on [OntarioTravel.net](http://OntarioTravel.net) for **exposure to a global audience** (published in English and French)
- Feature on the Things to Do Page, on one of [explorewaterlooregion.com](http://explorewaterlooregion.com)'s **most visited pages**
- Post-campaign performance reports



Choose from an Exclusive or a Co-op Campaign:

## 1. EXCLUSIVE DIGITAL REACH CAMPAIGN\*

**\$800/Campaign**

A **30-day targeted campaign** dedicated specifically to your business, festival, or event. Exclusive campaigns are displayed on the **exclusive headline slider**.

## 2. CO-OP DIGITAL REACH CAMPAIGN\*

**\$400/Campaign**

These **seasonally-themed 60-day co-op campaigns** will feature **up to three partners**. Co-op campaigns are displayed on a What's Hot spot.

Available options:

January & February: **Winter Fun**

July & August: **Summer Bucket List**

March & April: **Spring Fever**

September & October: **Fall Harvest**

May & June: **Plan Your Summer**

November & December: **Holiday Season**

\*Sales team to provide specific campaign analytics upon request

# AIRPORT MARKETING

In partnership with the Region of Waterloo International Airport, take advantage of these **unique co-op advertising opportunities** and **exposure** to this **captive audience**, with regular flights operated through WestJet and Sunwing, and the high-traffic event, **Aviation Fun Day**.

## BROCHURE RACK **\$300/Year**

Have printed collateral (4" x 9") displayed on brochure racks located in both Arrivals and Departures.

**NEW:** Bundled with the brochure rack; one 15-second video spot on digital screens located throughout the airport terminal building for one month.

## DIGITAL SIGNAGE **\$100/Month**

A 15-second video spot on digital screens located throughout the airport terminal building.

# ATTRACTIONS ONTARIO GUIDES AND DIGITAL MARKETING



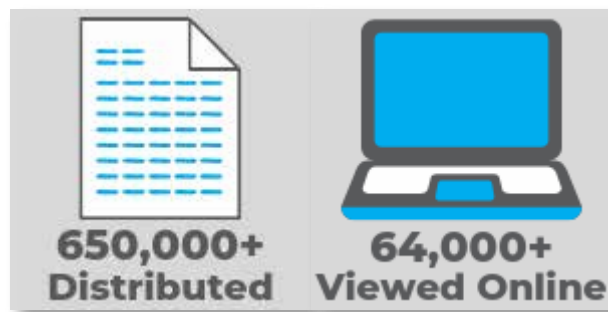
Take advantage of **exclusive discounted rates available only to Explore Waterloo Region partners.**

**ADDED VALUE AND EXPOSURE:** Partners that buy advertising with Attractions Ontario also have the opportunity to provide prizes for **social media** and **radio contests** throughout the year!

## PASSPORT MAGAZINE DISTRIBUTION

- Across Ontario and U.S. border states
- 10 Ontario Travel Information Centres
- Torstar info boxes: 1,500+ locations across the GTA
- Digitally published on attractionsontario.ca
- In market May 2020

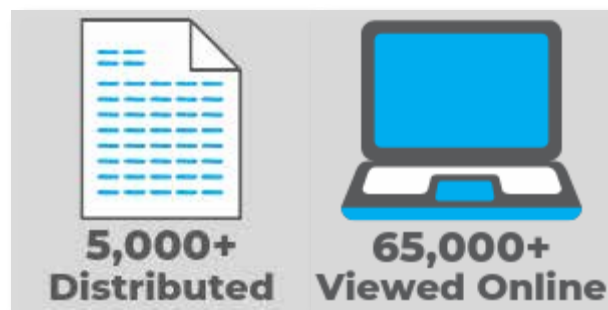
Full Page + Coupon	<b>\$10,550</b>	(reg. \$14,250)
1/2 Page + Coupon	<b>\$7,000</b>	(reg. \$8,750)
1/4 Page + Coupon	<b>\$4,500</b>	(reg. \$6,000)



## FIELD TRIP PLANNER GUIDE DISTRIBUTION:

- Sent to teachers across 53 school boards in Ontario
- **Published digitally** on attractionsontario.ca
- Featured on the attractionsontario.ca **Field Trip Planner Tool**
- In market October 2020

Full Page (1/2 page ad + 1/2 page template)	<b>\$900</b>	(reg. \$1,250)
---	--------------	----------------



## DIGITAL OPPORTUNITIES

### HORIZONTAL BANNER (Desktop & Mobile)

May - August:	<b>\$400/Month</b>	(reg. \$500)
September - April:	<b>\$200/Month</b>	(reg. \$300)

### BUTTON BANNER (Desktop & Mobile)

May - August:	<b>\$180/Month</b>	(reg. \$300)
September - April:	<b>\$100/Month</b>	(reg. \$200)

**@AttractionsOnt**

Expand your reach beyond your followers by tagging Attractions Ontario in your Facebook, Twitter, and Instagram posts!



# MARKET-SPECIFIC OPPORTUNITIES

## TRAVEL TRADE

\$950/Year

Explore Waterloo Region is focused on an integrated approach to attract the group tour and FIT (Free Independent Traveler) markets to the region; and continues to lead as the primary resource for tour operators and travel planners. Co-operative sales and marketing initiatives are targeted to Canada, U.S. border states and international markets.

Benefits include:

- **Customized profile sheet** for use at sales calls and shows translated into French
- Opportunity to participate or be represented at **sales missions**, which will include:
  - ◊ Appointment bookings
  - ◊ Promotional material for sales calls
  - ◊ Mapping logistics and transportation as required
  - ◊ PowerPoint presentation
  - ◊ Follow-up notes and actionable items provided
- Listing featured on the Travel Trade page on [explorewaterlooregion.com](http://explorewaterlooregion.com)
- Access to **leads and referrals**
- Opportunity to participate in **FAM's** and sponsored events for tour operators
- **Social media coverage** highlighting tradeshows and sales activities on Twitter and LinkedIn
- Opportunity to be mentioned in tour operator e-newsletter with a database of **over 500+ operators and group leaders**

You will be represented at and receive qualified leads from the following shows in 2020:

- |   |                    |                  |
|---|--------------------|------------------|
| • <a href="#">Heartland Travel Showcase</a>       | Lansing, MI        | <b>February</b>  |
| • <a href="#">Rendez-vous Canada (RVC)</a>        | Québec City, QC    | <b>May</b>       |
| • Stratford Festival Tour Operator Event          | Stratford, ON      | <b>September</b> |
| • <a href="#">Bienvenue Québec</a>                | Trois-Rivières, QC | <b>October</b>   |
| • <a href="#">Ontario Motor Coach Association</a> | Niagara Falls, ON  | <b>November</b>  |

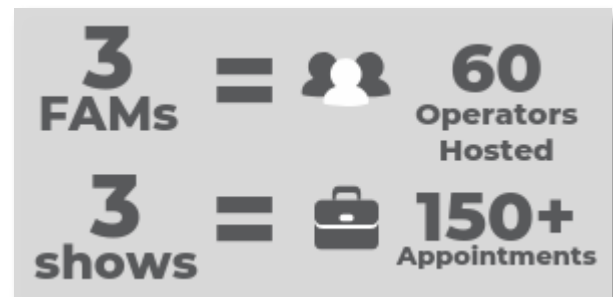
## NEW: TOUR OPERATOR AWARENESS CAMPAIGN

\$150/Campaign

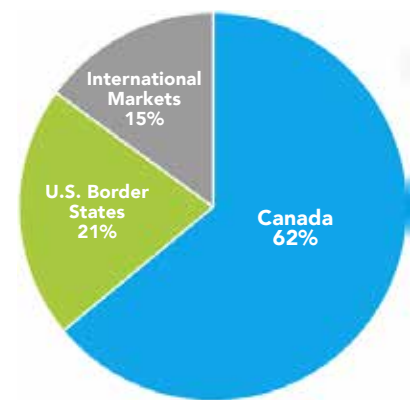
Stay top of mind with tour operators throughout the year. This is an exclusive opportunity to promote your attraction or upcoming event to a targeted group.

- Top placement in tour operator e-newsletter with 500+ subscribers.
- Promotional mailings sent to top Canadian operators with the potential for new business or expanded business. Mailing to include:
  - ◊ Partner branded gift which aligns with theme of mailing
  - ◊ Customized profile sheet
  - ◊ Explore Waterloo Region to cover production, coordination, and mailing costs

## 2019 SALES ACTIVITIES TO DATE



## TOUR OPERATORS AND GROUP LEADERS DATABASE



## TRAVEL TRADE PARTNERS IN 2019

- [African Lion Safari](#)
- [At The Crossroads](#)
- [Bingemans](#)
- [Cambridge Butterfly Conservatory](#)
- [Castle Kilbride](#)
- [Courtyard St. Jacobs](#)
- [Drayton Entertainment](#)
- [Inn of Waterloo](#)
- [K-W Oktoberfest](#)
- [The Ken Seiling Waterloo Region Museum](#)
- [St. Jacobs Farmers' Market](#)
- [Waterloo Central Railway](#)

# MEETINGS

\$950/Year

Explore Waterloo Region presents a unified approach in **attracting meetings and conventions** to the region. Your investment in co-operative sales and marketing initiatives targeted to the association and corporate markets will be leveraged to maximize opportunities for a **greater return on investment**.

Benefits include:

- Access to all qualified leads and referrals
- Opportunity to **participate in FAM's**, site visits, and industry events
- Opportunity to be mentioned in meeting planner e-newsletter with a database of **over 500+ planners** and **executive assistants**
- **NEW:** Feature in Explore Waterloo Region Meetings and Conferences brochure
- **NEW:** Opportunity to participate or be represented at **sales missions**, which will include:
  - ◊ Appointment bookings and client profiles
  - ◊ Promotional material for sales calls
  - ◊ Mapping logistics and transportation as required
  - ◊ PowerPoint presentation
  - ◊ Follow-up notes and actionable items provided
  - ◊ Customized profile sheets
- Digital exposure:
  - ◊ **Social media coverage** highlighting tradeshow and sales activities on Twitter and LinkedIn
  - ◊ **NEW:** Business profile feature shared on Twitter and LinkedIn
  - ◊ Listing on Meetings page on [explorewaterlooregion.com](http://explorewaterlooregion.com)
  - ◊ Feature on Ignite Magazine's Destination "Hub" (audience of Canada-based planners)
  - ◊ Opportunity for exposure on Business Events Canada's Waterloo Region Hub (audience of International-based planners)

You will be represented at the following shows and events throughout 2020:

<a href="#">Council of Engineering &amp; Scientific Society Executives ACCESSE</a>	Detroit, MI	<b>July</b>
<a href="#">Financial &amp; Insurance Conference Professionals</a>	Toronto, ON	<b>August</b>
<a href="#">Executive Travel &amp; Corporate Planners Luncheon Series</a>	Ottawa/Montreal , ON/QC	<b>October</b>
<a href="#">Canadian Society Association Executives National</a>	Halifax, NS	<b>November</b>
<a href="#">Professional Convention Management Association</a>	Edmonton, AB	<b>November</b>

## COST-SHARED SALES EVENTS

<b>NEW:</b> <a href="#">Destination Direct Hosted Buyer Program</a>	Ottawa, ON	<b>January 26-28</b>	<b>\$500</b>
<a href="#">CSAE Winter Summit</a> (Sponsorship and Registration)	Alliston, ON	<b>February 6-7</b>	<b>\$500</b>
<b>NEW:</b> <a href="#">MPI's the Event</a> (Sponsorship and Registration)	Toronto, ON	<b>April 2-4</b>	<b>\$500</b>
<a href="#">CSAE Summer Summit</a> (Sponsorship and Registration)	Huntsville, ON	<b>July 15-17</b>	<b>\$500</b>

## COST-SHARED TRADE SHOWS

<a href="#">CSAE Tête-à-Tête</a> (Booth, and ticket to MPI Charity Auction)	Ottawa, ON	<b>January 29-30</b>	<b>\$500</b>
<a href="#">Canadian Meetings + Events Expo</a> (Booth)	Toronto, ON	<b>August 18-19</b>	<b>\$500</b>

## MEETINGS PARTNERS IN 2019

**Bingemans Conference and Convention Centre**

**Crowne Plaza Kitchener-Waterloo**

**Delta Waterloo**

**Grand River Raceway**

**Homewood Suites By Cambridge-Waterloo**

**Homewood Suites by Waterloo-St. Jacobs**

**Inn of Waterloo**

**Langdon Hall Country House Hotel and Spa**

**Lot42**

**Pearle Hospitality**

**The Walper Hotel**

**University of Waterloo - Federation Hall**



# SPORT

\$300/Year

Explore Waterloo Region works with our Sports partners to align resources and efforts to attract more tournaments and events to our region.

Benefits include:

- Comprehensive list of all events including organizer contact information at the following facilities throughout Waterloo Region:
  - ◇ The Aud, Kitchener
  - ◇ Activa Sportplex, Kitchener
  - ◇ Don McLaren Arena, Kitchener
  - ◇ Jack Couch Ball Park, Kitchener
  - ◇ Dickson Centre, Cambridge
  - ◇ Duncan McIntosh Arena, Cambridge
  - ◇ Galt Arena Gardens, Cambridge
  - ◇ Hespeler Memorial Arena, Cambridge
  - ◇ Karl Homuth Arena, Cambridge
  - ◇ Preston Memorial Arena, Cambridge
  - ◇ RIM Park Manulife Sportsplex, Waterloo
  - ◇ Waterloo Memorial Recreation Complex, Waterloo
  - ◇ Albert McCormick Community Centre, Waterloo
  - ◇ Moses Springer Community Centre, Waterloo
- Listing on the Sport page on [explorewaterlooregion.com](http://explorewaterlooregion.com)
- Listing on the Hotels page on [theaud.ca](http://theaud.ca)
- Opportunity to participate in FAM's and site visits
- Receive leads

## CONNECT WITH US

Please contact the Sales Team with any questions regarding the 2020 Opportunities:

### PARTNERSHIP RENEWALS



**Emily Deckert**  
Sales Manager  
519-585-7517 ext.260  
[edeckert@wrtmc.org](mailto:edeckert@wrtmc.org)

### NEW PARTNERSHIPS



**Jennifer Eddings**  
Director of Sales  
519-585-7517 ext.210  
[jeddings@wrtmc.org](mailto:jeddings@wrtmc.org)