

Tourism Fernie

2021 Co-op Marketing Opportunities



Express your Interest Today!

OBJECTIVES

To utilize the power of partnership to increase tourism awareness and visitation to Fernie through joint marketing while enhancing Fernie's and our members content quality and inventory! This includes development of photo and video assets, consumer shows and targeted digital campaigns to facilitate quality co-op marketing of Fernie and its experiences.

Tourism Fernie has a limited number of co-op marketing buy-in opportunities for your consideration as a member of our organization. Please indicate your interest as soon as possible for the best chance of inclusion. Tourism Fernie will follow-up with more details to confirm your official confirmations. Below provides discounts of up to 50% of the actual investment into the initiative.

MEMBER CO-OP MARKETING OPPORTUNITIES

6 areas to market collaboratively or access discounted marketing for your business, more details below!
Limited opportunities. Complete FORM on last page to express interest.

1. Business/Organization Photography
2. Business/Organization Video
3. Facebook or Instagram Ad via Fernie, BC account
4. Ad Media Buy Discounts/Co-op Ads
5. Consumer Trade Shows
6. Accommodator Digital Co-op Marketing Campaigns by Season

1. Business Photo Marketing Shoot - Co-op Image Asset Development **\$300-\$800**

Tourism Fernie would like to partner with our members in developing high-quality and inspiring imagery that will help promote your business/visitor experience and the destination to a tourism audience.

- Requirements: Participate in planning meetings, co-organize the shoot logistics. Source appropriate models. Be on-site assisting with shoot.
- Photoshoot up to 3 hours at your business location.
- The imagery must be destination/tourism marketing focused.
- Members will receive non-exclusive, unlimited use rights to approximately 25-30 high resolution and web resolution images. Tourism Fernie will also have non-exclusive, unlimited use rights to the images for use in its own marketing.
- Limited photoshoot opportunities are available for the year. Preference may go to businesses/organizations that lack this type of quality content.

Investment: \$300+, additional will be needed for more complex or time heavy shoots.

2. Business Video Marketing Shoot - Co-op Video Asset Development \$700 - \$1,500

Tourism Fernie would like to partner with our members in developing a high-quality inspiring video that will help promote your business/visitor experience and the destination to a tourism audience.

- Requirements: Participate in planning meetings, co-organize the shoot logistics. Source appropriate models. Be on-site for shoot.
- Members will receive an up to 60 second produced video edit to use for their own promotion. Tourism Fernie will also have non-exclusive, unlimited use rights to the footage for use in its own video productions.
- Limited video production opportunities are available. Preference may go to businesses/organizations that lack this type of quality content.
- Investment: \$700 +, additional will be needed for more complex or time heavy shoots.

Photo and Video shoots can be combined into one session.

3. Facebook or Instagram Co-op Ad - \$200

Tourism Fernie offers a limited opportunity to create a Facebook or Instagram ad for your business via our Fernie, BC Facebook or Instagram page account and target appropriate audiences over a specific date range with a specific call to action that goes direct to your landing page. Tourism Fernie will work with you on content and do the creative prep and launch and boost the ad \$150 plus your contribution/investment.

4. Ad Media Buy Discounts & Partnerships

Tourism Fernie undertakes a limited seasonal/annual bulk buy of digital and print ad space with select advertising/publication companies in target market locations (AB/SK/MB etc) such as Avenue Magazine in Calgary, IMPACT Magazine, Curiosity, Wedding Bells and more. If you're interested in more details please let us know, as we can offer discounts of up to 50% regular digital ad rates (web banner ads, newsletter ads, content features etc). If you have a publication you'd like us to consider let us know.

a. EXAMPLE Initiatives:

i. Wedding Bells Wedding Magazine – Alberta market

1. Print ad space limited options, from \$1,000
2. Digital ad space limited options, from \$150

ii. Calgary Avenue Web & Newsletter Banner Ads/Feature Stories

1. Discounted pricing from \$150 - \$450, ask for details

iii. IMPACT Magazine

1. Print ad space options from \$1,000
2. Digital ad space limited options, from \$150

iv. Calgary Avenue Curated Newsletter Features

1. Tourism Fernie intends to buy into these 'take-over' email newsletters to focus on promoting Fernie as a travel destination
 - a. Examples: [Ucluelet](#) , [Arizona](#), [Arizona 2](#)

2. Members, based on availability and theme, can participate within a Fernie destination piece by:
 - a. Big Box ad \$125 - \$200 each (based on position)
 - b. Inclusion within destination stories with link to your site \$100
 - c. Dedicated Featured Story \$450

5. Consumer Trade Shows

Tourism Fernie is attending the following shows, join our booth space or have your own discounted booth alongside our Fernie branded presence to push your business! Ask for details, limited spots.

- a. Toronto Ski Show – November 2021
- b. Calgary Bridal Expo – Fall 2021
- c. The Wedding Fair – Calgary – January 2022
- d. Calgary Outdoor Adventure Show – Spring 2022

6. Fall Travel & Winter Ski Season Accommodator Co-op Digital Marketing Campaigns \$1,000 each

Tourism Fernie would like to partner with our accommodation members in the delivery of a series digital advertising campaigns that will promote the destination activities and accommodation options, drive website traffic to campaign specific and inspirational destination web pages and to participating accommodators through “Book Direct” referral links and direct links from social media campaigns. Each partner receives 500+ clicks to their own website as part of the campaign!

Campaigns will consist of Search, Video, Display/Responsive and remarketing advertising across Google, Facebook and Instagram platforms. The creative will be designed to attract and entice guests to discover, or rediscover, Fernie BC. Awareness ads will capture audience data to send remarketing ads to push for bookings.

Geo Audiences:

AB, BC, SK, MB, MT, ID, WA
Filter down based on results

Target Audiences:

Free Spirit Travellers
Authentic Experiencers

Campaign Periods

Each campaign is expected to run for a duration of 6 weeks to push visitation for the specific targeted season.

- Fall: ~ August 1 - September 30, 2021
- Winter: October 15th – December 15th, 2021

Space Availability

- Each campaign will require a minimum of four (4) members and up to a maximum of approximately eight (8) stakeholders to ensure appropriate representation throughout the campaign duration.

Budgets & Cost

- Each campaign will invest at least \$10,000 in-market, depending on number of members participating. Tourism Fernie pays for the difference plus the costs to manage and execute the campaigns. The in-market budget will increase if there are over 4 participating members
- Accommodation stakeholders can buy into each campaign for \$1,000 + GST

Interested in any of the above Co-op Marketing Initiatives? Complete Below

If your organization is interested in more details or to officially participate in any, or all, of the Co-op opportunities, please complete the following form and return as soon as you can so we can gauge interest levels. Limited availability. We will follow-up to confirm details and finalize participation.

Please complete and return this page to christine@tourismfernie.com

BUSINESS/ORG NAME: _____

PRIMARY CONTACT: _____

EMAIL: _____ PH: _____

CIRCLE IF INTERESTED – We'll Follow-Up to Confirm

1. Photo Marketing Shoot

My preferred month to acquire imagery is _____. My 2nd Choice is _____

2. Video Marketing Shoot

My preferred month to acquire video is _____. My 2nd Choice is _____

3. FB/Instagram Co-op Ads

My preferred month/week to run is _____. My 2nd Choice is _____

4. Ad Media Buy Participation/Discounts

5. Consumer Show – Show of interest: _____

6. Accommodation Partner Co-Op Campaigns – Season(s) of interest:

Please return this completed form to christine@tourismfernie.com as soon as possible and we will follow-up to confirm details and availability. THANK YOU!