

Marketing Partner Package

- Annual Investment -

Government Levels (circle one)

\$500 Visitors Bureaus / Centers

\$500 Resource Management Agencies
(City, County, Port)

**\$1,000 Resource Management Agencies &
Strategic Partners** (State, Federal, etc.)

Non-Profit Levels (circle one)

Chambers of Commerce, Business Associations, etc.

\$200 Social Benefit 501 C 3

\$300 Mutual Benefit 501 C 6
0 Employees

\$400 Mutual Benefit 501 C 6
1+ Employee/s

Business Levels (circle one)

Attractions, restaurants, retail stores, hotels, etc

\$250 Small/Ma & Pa/Family - \$25 Extra listing
1 – 4 Employees, incl owner/s

\$375 Mid-Sized / Established - \$50 Extra listing
5 – 19 Employees, incl owners/s

\$500 Large/Corporate - \$100 Extra listing
20 + Employees

- Powerful Partner Testimonials -

“According to our website stats for the past year, the only name on the referrers list that sends more visitors to our site is Google...seriously. You are not only the most prolific referrer, your site visitors are the least expensive by a ridiculous figure, and the people that come from you spend more time on our site by about 20% than from other referrers. And, more people choose you from our online reservation tick list when asked where they found us. This all shakes down to make you the most cost-effective promotional channel we have. Your website ROCKS.” - **Michelle Duarte, Owner, Wildspring Guest Habitat, Port Orford** Wildspring.com

“Since joining the OCVA more than a year ago, it has grown to be the best marketing decision I've made, especially online. When it comes to direct referrals to my website, they consistently rank in the top 2, often with more than twice the number of referrals as the #3 referring site. It is really rare to find this kind of value for your marketing dollar.” - **Jeff Hunter, Harborview Inn & RV Park** Harborviewfun.com

“Our reservation software and analytics allow us to track web traffic and reservation purchases in detail, so we know exactly what the ROI of each paid link is. To make a long story short, not only do we renew our membership each year we also purchase additional advertising. The free Weekly Leads have been an added bonus that we also take advantage of. Our email software allows us to measure the results of each blast. We have received opened rates as high as 67% with click through rates to our site reaching as high as 45%. Bottom line; we value the association and education OCVA provides but if we didn't see a measurable return we wouldn't continue renewing our membership or paying for extras.”

- **Mike Tucker, General Manager, Sandy Cove Inn** SandyCoveInn.net



- Marketing Partner Package -

With only one annual investment you can receive superior website traffic referrals, connect with travelers requesting Oregon Coast travel information and meaningful discounts on other marketing opportunities. Also see the value-added benefits we can occasionally offer (below).

WEBSITE LISTINGS: Place your carefully crafted 130 words of *'searchable text'* right in front of the high-quality Unique Visitors to VisitTheOregonCoast.com who are actively planning their trips!

- Your Google Analytics will show we are the top 2-3 referral behind Trip Adviser and Google. Search “Oregon Coast & your city name” to see for yourself.
- Our website got 425,393 high quality visitors (423,923 unique) in 2019 & will experience fast growth.

15% MARKETING DISCOUNT: Your investment will pay for itself if you also advertise in our 100,000 visitor guides, 43,000 subscriber E-Consumer Newsletter, or our website visited by 423,923 unique visits.

VISITOR GUIDE LISTING: Enjoy a directory listing in our [Official Oregon Coast Visitors Guide](#) which has a 100,000 piece distribution and receives 91,221 pageviews on-line.

23% ADMISSION DISCOUNT: Join us at The Annual People's Coast Summit. This is our end-of-season industry celebration where participants gather to decompress from the busy season, share experiences with colleagues and make new contacts. Guest speakers provide opportunities for big picture thinking about our industry, and workshops offer nuts and bolts skills which business owners can return home and apply immediately.

REPRESENTATION: We work hard to represent the interests of our coastal tourism businesses in coast-long and state-wide conversations. Your partnership helps keep us “at the table” to influence the outcome of workforce training and development, sustainable tourism, tourism infrastructure, and marketing and sales strategies for the coast. Help us shape the Oregon Coast visitor industry; we're stronger together.

PERSONALIZED ASSISTANCE: As a OCVA Marketing Partner you can rely on us to help you navigate the coastal tourism industry to find information, resources, meaningful partnerships and to help your business. We are involved with a wide-array of marketing activities which may benefit your business on a case-by-case basis. Here are a few examples:

- ❖ **Media Tours (FAM Tours)** - Host travel writers from a wide spectrum of print and social media outlets to get exposure you just can't buy.
- ❖ **Trip Itineraries** – be considered for consumer and travel/trade groups trip itineraries.
- ❖ **Editorial mentions** – get mentioned in our visitor guides, e-newsletter, website articles, etc.
- ❖ **Guest Blogs** – write a guest blog article, which are accepted on a case by case basis.
- ❖ **Social Media** – connect with the vibrant social media community we've established over the years.
- ❖ **Winter Video Co-op Marketing** – participate in cooperative marketing opportunities we facilitate. Ask about our :15 Second Winter Video Coop Campaign (Jan-March).



- Partner Information Sheet -

Step #1. Send completed information sheet & membership check to:

OCVA c/o Marcus Hinz PO Box 940 Tillamook, Oregon 97141

Step #2. Send 130 word description & 1 high-quality image/logo to:

Director@ThePeoplesCoast.com

See Example: <http://visittheoregoncoast.com/cities/garibaldi/accommodations/>

Organization Name: _____

Website Address: _____

Main Business Contact: _____ **Title:** _____

Phone: _____ Other Phone: _____

E-mail: _____ Fax: _____

Mailing Address: _____

City: _____ Zip: _____

Physical Address: _____ Zip: _____

Alternate Business Contact: _____ **Title:** _____

Phone: _____ Other Phone: _____

E-mail: _____ Fax: _____

Mailing Address: _____

City: _____ Zip: _____

Physical Address: _____ Zip: _____

Office Only: ◇ Zoho CRM Entry ◇ Weekly Leads Entry ◇ Special Notes: _____
◇ Weekly Leads Key ◇ Excel Roster Entry _____
◇ Welcome Letter ◇ E-Mail Leads Guidance _____