

2022 Tourism Winnipeg partnership opportunities form

Send to Kelly Krebs kelly@tourismwinnipeg.com

Leisure travel opportunities

Seasonal leisure campaigns

- Winter (Jan-Mar)\$1,000
- Spring break (Mar-May)\$1,000
- Summer (Jun-Sep)\$1,000
- Fall/Holiday (Oct-Dec)\$1,000

Print advertising

2023 Winnipeg Visitor's Guide

- | | Non-profit | For-profit |
|--|------------|------------|
| <input type="checkbox"/> Quarter-page | \$550 | \$800 |
| <input type="checkbox"/> Half-page | \$800 | \$1,050 |
| <input type="checkbox"/> Full-page | \$1,050 | \$1,550 |
| <input type="checkbox"/> Inside front/back cover | \$1,550 | \$2,050 |
| <input type="checkbox"/> Outside back cover | \$2,100 | \$2,600 |

The Loop walking trail brochure

- Spotlight ad (limit five spots)\$750

Winnipeg tours brochure

- Spotlight box ad (limit 10 spots)\$300
- Inside back cover\$1,000
- Outside back cover\$1,000

2023 Winnipeg visitor maps

- Spotlight box ad (limit of 10 spots)\$1,000

Digital advertising - Tourism Winnipeg website

Feature listings

- Upcoming Events (limit four/month)\$350/month

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

- 101 Things to do (limit four/month)\$300/month

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

- Top 10 Winnipeg Must-Sees (limit four/month)\$300/month

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

- Family Fun (limit four/month)\$300/month

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

Website display ad

- Display Advertisement (limit five/month)\$250/month

Google advertising co-op campaign

- Google Adwords campaign\$ _____
(Minimum \$250 campaign - limit up to \$10,000 matching funds)

Tourism Winnipeg newsletter

- Leaderboard banner ad (limit one/month)\$250/month
JAN-FEB MAR-APR MAY-JUN JUL-AUG SEP-OCT NOV-DEC
- Footer banner ad (limit one/month)\$150/month
JAN-FEB MAR-APR MAY-JUN JUL-AUG SEP-OCT NOV-DEC
- Partner spotlight (limit four/month)\$300/month
JAN-FEB MAR-APR MAY-JUN JUL-AUG SEP-OCT NOV-DEC

Content partnerships

Only in the Peg guide sponsored content package

- Sponsored content package (limit two/month)\$600/package
JAN FEB MAR APR MAY JUN
JUL AUG SEP OCT NOV DEC

Peg City Grub guide sponsored content package

- Sponsored content package (limit two/month)\$600/package
JAN FEB MAR APR MAY JUN
JUL AUG SEP OCT NOV DEC

Social media bundle

Boosted post

- Light QTY: _____ x \$300/post
JAN FEB MAR APR MAY JUN
JUL AUG SEP OCT NOV DEC

- Power QTY: _____ x \$750/post
JAN FEB MAR APR MAY JUN
JUL AUG SEP OCT NOV DEC

Instagram package

- Instagram stories\$500
JAN FEB MAR APR MAY JUN
JUL AUG SEP OCT NOV DEC

Instagram photo walk

- Instagram walk (limit eight/year)\$1,000/walk

Hosted video series

- Hosted video series\$4,000

Staycation/vacation hosted videos

- Hosted video\$2,000

Photo & video asset creation co-op

- Photoshoot Dependent on scope
- Video b-roll collection Dependent on scope

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Meeting and convention opportunities

Business events magazine

	Partner	Non-partner
<input type="checkbox"/> Half-page	\$500	\$750
<input type="checkbox"/> Full-page.....	\$750.....	\$1,000
<input type="checkbox"/> Full-page ad + one-page advertorial	\$1,500	\$1,750
<input type="checkbox"/> Inside front/back cover.....	\$1,500	\$2,000
<input type="checkbox"/> Outside back cover.....	\$2,000	\$2,500

Business events newsletter

<input type="checkbox"/> Leaderboard banner (limit one/issue)	\$250			
	WINTER	SPRING	SUMMER	FALL
<input type="checkbox"/> Partner spotlight (limit two/issue)	\$250			
	WINTER	SPRING	SUMMER	FALL

Local Meetings digital campaign

Campaign \$ _____

(Minimum \$500 campaign - limit up to \$10,000 matching funds)

Delegate discounts Email information to kelly@tourismwinnipeg.com

Travel trade opportunities

Student youth co-op advertising campaign

Limit of six partners \$350

Photo & video asset creation co-op

Photoshoot..... Dependent on scope

Video b-roll collection Dependent on scope

Research opportunities

Economic Development Winnipeg - Research & data management

Visitor economic impact assessment Dependent on scope

TOTAL COST \$ _____

All prices subject to applicable taxes

Name: _____

Company: _____

Address: _____

Postal code: _____

Signature _____

Phone: _____

Email: _____

Date: _____