

# 2020 Tourism Winnipeg partnership opportunities form

Send to Cody Chomiak, Director, Marketing at [cody@tourismwinnipeg.com](mailto:cody@tourismwinnipeg.com)

## Leisure opportunities

### Winter advertising campaign

Co-op advertising partner .....\$500

### Spring break/summer/holiday advertising campaigns

	Non-profit	Profit
<input type="checkbox"/> Spring break packages (Feb - May)	\$450	\$550
<input type="checkbox"/> Summer packages (June - Sept)	\$450	\$550
<input type="checkbox"/> Holiday shop-and-stay packages (Oct - Dec)	\$450	\$550

### 2021 Winnipeg Visitor's Guide

	Non-profit	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

Spotlight ad (limit of four spots).....\$750

### Winnipeg Tours brochure

Spotlight box ad (limit of eight spots).....\$300

Inside back cover.....\$1,000

Outside back cover.....\$1,000

### 2021 Winnipeg visitor maps

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

### Tourism Winnipeg e-newsletter

Leaderboard banner ad (limit one per month).....\$250/month

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

Footer banner ad (limit one per month).....\$150/month

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

Partner spotlight (limit four per month).....\$300/month

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

### Tourism Winnipeg website - homepage spotlight

Box ad on homepage (limit one per month).....\$300/month

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

### Tourism Winnipeg website - sidebar ad

Display Advertisement (limit of five per month).....\$250/month

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

### Tourism Winnipeg website - feature listings

Upcoming Events (limit of four per month).....\$350/month

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

101 Things to do (limit of four per month).....\$300/month

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

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

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

Family Fun (limit of four per month).....\$300/month

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

### Google AdWords co-op campaign

Google Adwords campaign.....\$ \_\_\_\_\_  
(Minimum \$250 campaign - limit up to \$6,000 matching funds)

### Only in the Peg guide sponsored content package

Sponsored content package (limit of two per month).....\$500/package

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

### Peg City Grub guide sponsored content package

Sponsored content package (limit of two per month).....\$500/package

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

### Facebook boosted Post

Boosted post - light QTY: \_\_\_\_\_ x \$100/post

Boosted post - power QTY: \_\_\_\_\_ x \$300/post

### Facebook instant experiences mobile ad platform

Instant experiences ad .....\$750

### Sponsored Instagram stories - restaurants and attractions

Instagram stories - content provided by partner.....\$100

Instagram stories - content created by Tourism Winnipeg .....\$300

### Instagram photo walk

Instagram walk (limit of eight per year).....\$500/walk

### Live-on-location video

Facebook Live .....\$400

### Google posts

Google post (limit of one per week) QTY: \_\_\_\_\_ x \$75/post

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## Meeting and convention opportunities

### Meetings and conventions magazine

	Team WPG partner	Non-team WPG 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

### Meetings Winnipeg website featured listing

Feature listing (limit of four per month).....\$100/month

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

### Meetings Winnipeg e-newsletter

Leaderboard advertisement (one per issue).....\$250

Partner spotlight (limit two per issue).....\$250

WINTER    SPRING    SUMMER    FALL

### M&C Google Adwords co-op campaign

Campaign .....

*(Minimum \$250 campaign - limit up to \$3,500 matching funds)*

### Photo & video asset creation co-op

Photoshoot..... \$ \_\_\_\_\_

Video b-roll collection .....

**Delegate discounts** Email information to [kelly@tourismwinnipeg.com](mailto:kelly@tourismwinnipeg.com)

## Travel media opportunities

### Travel Media E-Newsletter

Leaderboard banner ad (limit of one per issue)..... \$ 250/issue

WINTER    SPRING    SUMMER    FALL

Story pitch (limit of three per issue)..... \$ 300/issue

WINTER    SPRING    SUMMER    FALL

## Travel trade opportunities

### Travel Trade website feature listing

Website (limit of four per month)..... 100/month

### Student youth co-op advertising campaign

Limit of six partners.....\$350

### Photo & video asset creation co-op

Photoshoot..... \$ \_\_\_\_\_

Video b-roll collection .....

## Event sponsorship opportunities

### Winnipeg Tourism Awards of Distinction

Presenting title sponsor.....\$5,000

Award sponsorship..... \$1,000/award

Tourism Volunteer of the Year                      Bring It Home Award - meetings & conventions

Tourism Employee of the Year                      Bring It Home Award - sports & special events

Tourism Leader of the Year                          Marketing Campaign of the Year (under \$2,500)

Tourism Small Business of the Year              Marketing Campaign of the Year (over \$2,500)

Tourism Large Business of the Year              Tourism Innovation of the Year

## Research opportunities

### Economic Development Winnipeg - Research and data management

Visitor economic impact assessment..... Dependent on scope

**TOTAL COST \$** \_\_\_\_\_

*All prices subject to applicable taxes*

Signature \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

