



## MEMBERSHIP PROGRAM

*YOUR ENGAGEMENT = YOUR SUCCESS*

TravelSalem.com

OPTION

01

\$220

# ANNUAL PARTNERSHIP PACKAGE

✓ 20% discount off regular price \$276 || ✓ Includes Travel Salem Membership, plus:









REACH

268,000+

ANNUALLY



## MARKETING & SOCIAL MEDIA

- Expanded website listing & link on TravelSalem.com
  - ✓ Give your online listing an extra boost with promotional copy & photo
  - ✓ Self-submit your listing using a quick online form
- Social media promotion (e.g.      )
  - ✓ Submit your visitor-related product/service/event information & photo
- Event listings on TravelSalem.com
  - ✓ Self-submit your visitor-related events using a quick online form
  - ◆ Travel Salem promotes events through multiple platforms: online, print media, social networks, e-newsletters, etc.
  - ◆ Travel Salem will distribute your events regionally, statewide & nationally (e.g. Statesman Journal, NW Travel Magazine, Travel Oregon)
- Niche-specific promotional opportunities (e.g. holiday dining, walking/driving tours, culinary trails, itineraries)
- Sell tickets to your events through Travel Salem's AbsolutelyTix



## PUBLIC RELATIONS

3-PAGE FEATURE STORY ENTITLED, "72 HOURS IN SALEM" HIGHLIGHTED A NUMBER OF SALEM AREA ATTRACTIONS.

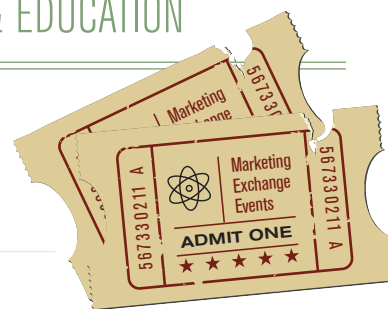


- Press release development & distribution to media outlets
  - ✓ Self-submit your newsworthy announcement using a quick online form
  - ◆ Travel Salem will write your press release & send your announcement to targeted media
- "Concept Library" of newsworthy assets & experiences showcasing the region
  - ✓ Share your story idea with Travel Salem's marketing team to be included in various promotions – contact us anytime and attend the Annual Speed Pitching Event
- Media pitches to editors, travel writers & publications
  - ✓ Travel Salem utilizes an editorial database to strategically target your message to local, regional, national & international media
- Editorial opportunities highlighting regional assets & partners (e.g. visitors guide, articles, online, blogs)
- Speakers Bureau
  - ✓ Invite a Travel Salem representative to present to your group
- Promotional opportunities with "Sal" the Golden Pioneer
  - ✓ Have fun with the ever-popular "Sal" to draw attention to your business/event (e.g. photo opps, "Where's Waldo" promotion)
  - ✓ Plug your "Sal" promotion into Travel Salem's social media opportunities



## NETWORKING & EDUCATION

- 2 tickets to attend Marketing Exchange Events (educational & networking events)
- Travel Salem 101 events (learn about Travel Salem programs & maximize your engagement)
- "Brown Bag" educational seminars (e.g. social media, best practices, hospitality training)
- Team Salem meetings geared toward collaborative opportunities serving the group & leisure markets



## CONSULTATION

- Get one-on-one consulting & personalized support on how to develop social media platforms, marketing plans, advertising & much more!



## COMMUNICATIONS

- Subscriptions to weekly Event e-Newsletter
- Subscription to Industry e-Newsletter



## REGIONAL & STATEWIDE PARTNERSHIPS

- Marketing & PR opportunities through Travel Salem's partnership with Willamette Valley Visitors Association & Travel Oregon

OPTION

02

\$430

# ESSENTIAL MARKETING PACKAGE

✓ 20% discount off regular price \$551 || ✓ Includes ALL Annual Partnership Package benefits, plus:



- Listing in the Official Visitors Guide – promoting Salem & the Mid-Willamette Valley (140,000 distribution) – criteria apply

✓ Self-submit your visitor-related listing using a quick online form

✓ Distributed through 800 local/regional/national/international locations (e.g. I-5 & statewide visitor information centers, Portland International Airport, lodging facilities, AAA offices, Roth's Fresh Markets, professional offices, attractions)

- Brochure placement in Travel Salem's Travel Café (25,000+ visitors annually)

● Travel Packages/Special Offers promoted through TravelSalem.com, Travel Café Visitors Center & Consumer e-Newsletter

✓ Self-submit your limited-time offers & year-round packages using a quick online form



## OPTION 03

# CORPORATE SPONSOR PACKAGE

- ✓ 35% discount off regular price \$1,412
- ✓ Includes ALL Annual Partnership Package & Essential Marketing Package benefits, plus:

\$910



- Corporate logo recognition at Marketing Exchange Luncheons, on TravelSalem.com & in the Visitors Guide (exposure to 376,000+ travelers/consumers/relocation prospects/residents)
- 2 additional tickets to attend Marketing Exchange Events (for a total of 4 tickets)
- Brochure included in Relocation Packets for businesses/families/individuals interested in moving to the Mid-Willamette Valley (average 50+/month)
- Attend an annual visioning luncheon with Travel Salem Board & CEO / President

## OPTION 04

# ULTIMATE MARKETING PACKAGE

- ✓ 35% discount off regular price \$2,364 || ✓ Includes ALL Annual Partnership Package, Essential Marketing Package & Corporate Sponsor Package benefits, plus:

\$1,530

- 2 additional expanded website listings (photos & links) – for a total of 3 listings
- 2 additional listings in the Official Visitors Guide – for a total of 3 listings
- Interactive Online Map listing on TravelSalem.com
  - ✓ Listings by category that allow visitors to visually plan their experience (criteria apply)
  - ✓ Self-submit your listing & photo using a quick online form
- Brochure placement at satellite visitor information kiosks (Salem Convention Center & Salem Airport) – limited space available
- Add a video/virtual tour/photo slideshow to your expanded website listing on TravelSalem.com & on Travel Salem's YouTube channel
  - ✓ Self-submit your video using a quick online form
- Website advertisement for 3 months on TravelSalem.com; included on all pages under selected category (reach 268,000+ annually)
- Exclusive e-Mail advertisement targeting 2,600+ subscribers
- 4 additional tickets to attend Marketing Exchange Events (for a total of 8 tickets)



\* May customize package by substituting one item of same value

# MARKETING OPTIONS

## (ADD-ONS)

We know your marketing needs are as unique as your business. If your package doesn't already include these options – go ahead and add them in! You must first select a package in order to add these options.



## ONLINE & DIGITAL OPTIONS

### Expanded Website Listing on TravelSalem.com

\$55

Give your online listing an extra boost with promotional copy & photo (reach 268,000+ annually). Self-submit your listing using a quick online form.

### Interactive Online Map Listing on TravelSalem.com

\$110

This multi-dimensional online resource features a visual representation of the regional assets by category (e.g. Culture & Heritage, Vineyards & Wineries, Specialty Food & Beverage, Recreation, Farms & Markets and Gardens). Visitors can select a category to view opportunities and plan their experience. Self-submit your listing & photo using a quick online form. Criteria apply.



### Travel Packages & Special Offers

\$55

Travel Packages/Specials Offers promoted through TravelSalem.com, Travel Café Visitors Center & Consumer e-Newsletter. Self-submit your information using a quick online form.

### Video/Virtual Tour/Photo Slideshow listing on TravelSalem.com

\$55

Add a video/virtual tour/photo slideshow to your expanded website listing on TravelSalem.com & on Travel Salem's YouTube channel. Self-submit your video using a quick online form.



### Website Advertising on TravelSalem.com:

Home-page » \$220/month || Category specific » \$110/month

Leverage the Mid-Willamette Valley's online visitor/resident resource reaching 268,000+ annually. Limited space available.

### e-Mail Advertising

\$110

Distribute your customized message to 2,600+ subscribers in this exclusive advertising opportunity. Your message won't compete with other information—it will be the center of attention!



### Weekly Events e-Newsletter Advertising

\$55

Be the only display ad featured & reach 2,400+ subscribers (travelers/consumers/residents) each week with your prominently-placed advertisement.



## ONLINE & DIGITAL OPTIONS (CONTINUED)

### Consumer e-Newsletter Advertising

\$110

Be the only display ad featured & reach 2,000+ subscribers (travelers/consumers/residents) with your prominently-placed advertisement.

### Industry e-Newsletter Advertising

\$110

Be the only display ad featured & reach 1,500+ subscribers (businesses/travel industry) with your prominently-placed advertisement.

### Travel Café Hospitality Vision Advertising \$99/mo. (3 months minimum)

Feature your business in Salem on:

- 700 in-room hotel TV's (160 times per day 24/7)
- Lobby screens at the Travel Café Visitors Center (24/7)
- "Concierge To Go" phone app
- "EZ Map" in participating hotel lobbies



IN-ROOM HOTEL TV'S



"CONCIERGE TO GO"  
PHONE APP



## SPONSORSHIP

### Marketing Exchange Event Sponsor

\$275

Sponsors receive 2 event tickets & are recognized through pre-promotions (online & Industry e-Newsletter) and at the event (brief presentation, display booth & distribution of promotional material).

### Corporate Sponsorship

\$550

Sponsors receive corporate logo recognition on TravelSalem.com & in the Official Visitors Guide (exposure to 368,000+ travelers/consumers/relocation prospects/residents). Sponsors also receive corporate logo recognition at & 4 tickets to Marketing Exchange events.



## PRINT OPTIONS

### Listing in the Official Visitors Guide

\$110



Full-color annual magazine promoting Salem & the Mid-Willamette Valley (140,000 distribution, 420,000+ readership). Distributed through 800 local/regional/national/international locations (e.g. I-5 & statewide visitor information centers, Portland International Airport, lodging facilities, AAA offices, Roth's Fresh Markets, professional offices, attractions). Self-submit your visitor-related listing using a quick online form. Criteria apply.



## ON-SITE VISITOR & RELOCATION INFORMATION

### Brochure Placement at Travel Café Visitors Center

\$110



Get in front of 25,000+ visitors annually by placing your brochure in the award-winning Travel Café Visitors Center. Professional Mid-Valley experts assist visitors in customizing their travel experience.

### Brochure Placement at Satellite Visitor Information Kiosks

\$55

Reach visitors on-site through brochure placement at satellite visitor information kiosks (Salem Convention Center & Salem Airport). Limited space available.

### Brochure Inserted in Relocation Packages

\$275

Reach businesses/families/individuals interested in moving to the Mid-Willamette Valley (average 50+/month) by inserting your brochure in exclusive relocation packets.





## CONTACT FOR MEMBERSHIP PROGRAM INFORMATION

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## CONTACT US

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## CONNECT WITH US

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