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[Visit-ElDorado.com](http://Visit-ElDorado.com)

July 1, 2018

Hello El Dorado County Tourism Partners,

I am proud of our successes leveraging promotional funding from the county through partnerships and collaborations over the years. The Visitors' Authority has a proven track record in creating innovative, effective marketing programs that benefit the county as a whole. But this year we have pretty exciting opportunities for partnership that allows you to take a more active hands on approach to marketing our destination and promoting your business.

For example "The Hidden Gem Series" highlights those easily missed but hard to forget visitor experiences across several platforms throughout the year. Instead of purchasing a display ad in the San Jose Mercury News or the San Francisco Chronicle, how would you feel about helping to develop the content for El Dorado insert? In the coming months I will be meeting with key stakeholders, some projects may need a small subcommittee, but the goal is implement a multi-layered campaign that will expand our reach by increasing strategic partnerships and engagement.

I would be happy to speak to you individually about your marketing goals or as a group about any of the opportunities listed.

Sincerely,

A handwritten signature in black ink that reads "Jody Franklin". The signature is written in a cursive, flowing style.

## EDC Visitors Authority Partnership Opportunities 2018 - 19

Date	Program	Description/ opportunity	Orgs only	cost / contact
<b>Trade &amp; Travel Shows</b>				
March 23 24, 2019	<a href="#">Bay Area Travel &amp; Adventure Show</a>	For the first time in 7 years Visit El Dorado will have our own booth co located and co branded with our Gold Country Partners. We will be highlighting our Hidden Gems Series including Unique Adventures on the road to Lake Tahoe.	<b>x</b>	4 partners @500 each
		Provide items for sweepstakes		none
<b>Newsletters</b> database approx 11,000				
year round	Dedicated email	must be html ready		\$200
year round	Newsletter email	inclusion in monthly newsletter		\$50
<b>Distribution</b> materials must be professionally designed using 60lb card stock or more				
year round	Collateral Distribution	inclusion in weekly distribution routes	<b>x</b>	none
July	State Fair Distribution	Collateral inclusion in EDC booth must provide 1500 pieces	<b>x</b>	none

Online				
	<b>VisitEldorado.com</b>			
year round	400px wide x 220px - Banner ads	up to five pages based on availability		\$150/month plus ad design home, wine, apple hill, events, history
year round	160px wide x 600px - Banner ads	up to five pages based on availability		\$150/month plus ad design home, wine, apple hill, events, history
year round	Special Events Calendar	<a href="#">Inclusion on Events calendar (For larger events to attract visitors)</a>		\$200
year round	Community Calendar	<a href="http://visit-eldorado.com/community-calendar">EDC community event listing http://visit-eldorado.com/community-calendar</a>		none
Social Media				
year round	Paid Social Media Campaign	see social handout for details		Depending the scope of the campaign, \$500 to \$2000 for the ad campaign + ad costs
2x year	Social Media Contest package	See social handout for more full description		\$2,500 all-inclusive package for 30 day contest, includes \$1,000 in paid social media to promote the contest
year round	Special Event Support	This effort is all organic social media through the El Dorado Visitor's Authority Social Channels. See handout for details		2 weeks promotion \$500

**Print**

<p>Jan -Feb</p>	<p>El Dorado County Farm Trails &amp; Visitors Guide</p>	<p>Comprehensive magazine style travel planner and agri-tourism resource created to inspire consumers to travel to El Dorado. The 56 page guide includes compelling editorial with complete lodging, winery, product directories and harvest calendar.</p> <ul style="list-style-type: none"> <li>• 80,000 copies published annually, available in May</li> <li>• Fully viewable &amp; downloadable in pdf on visiteldorado.com</li> <li>• Distributed numerous visitor centers in the Gold Country Region as well as consumer and travel trade shows (domestic and international)</li> </ul>	<p>Varies depends on size</p>
<p>TBD</p>	<p>Eat Drink Play Insert - San Jose Mercury News &amp; East Bay Times</p>	<p>Editorial Influence Partner This level of participation will allow partners to determine theme of insert...ie Family travel, Hidden Gems, unique adventures on the road to lake tahoe, etc. Half page color ad in the section ( 10" x 10.5"H) plus digital targeted email blast to SF DMA, Sac, 35+, domestic travel wine, food lovers, event goers, Social targeting- Facebook/Instagram. Special pricing for partners to participate in the section- flyer will be designed for you to send out to businesses</p>	<p>Maximum of 2 partners@ 2,000 each</p>
		<p>purchase display ad</p>	<p>PRINT ONLY starts at \$300 2x5 (3.25"x5")</p>

## Strategic Collaborations

year round	Tahoe Tribune partnership package	Inclusion in content submitted for print and social channels	Limited to 3 partners @ \$2000
		3 events highlighted in Lake Tahoe Action print edition throughout the year and social channels	
		Participants showcased in custom contest giveaway	
		inclusion in various digital marketing throughout the year est. 75,000 impressions monthly	
	Special Four page Insert in Tahoe Mag	2x a year	starts @\$ 650 per page depending on the number of participants
	48 hour video series	detailed video segments highlighting specific businesses and itineraries in 48 hours from Tahoe	Starts @\$ 649 for :30 seconds
	Tahoe Native Presence	content inclusion on a dedicated channel on tahoe tribune website	starts at \$800 must have 4 partners
year round	SnapTown	regional app promote deals and discounts, exclusive offers	no cost for basic listing but must provide a minimum of 15% off, or an exclusive offer to be eligible. Enhanced services and listings are available
year round	Tripadvisor	online ad campaign with DMO sponsored pages - Must be a collaboration with EDC Visitors Auth. Matching funds 300x600 728x90 320x50	starts at 2750 + ad creation