

EASTERN REGIONAL TOURISM DISTRICT

Regional Marketing Partnership Program

\$180,000 allocated to promote Eastern CT

The Eastern Regional Tourism District (ERTD) has created a matching funds program to promote regional tourism opportunities in eastern Connecticut. We are inviting businesses, non-profits, and municipalities to collaborate and develop a marketing partnership that will be matched with funds from the Eastern Regional Tourism District.

EXAMPLE

Develop a concept

What do you want to promote?

Campaigns must represent a region, theme, or local offer.

All participants must be located within our 41-town region.

Collaboration is key

Working with other local businesses will not only make your campaign cheaper for each participant, but will strengthen it!

CAMPAIGN: Pawnee is your fall getaway

OFFER: Stay at Pawnee Super Suites any weekend in October, receive a coupon for dinner at Tom's Bistro, and \$10.00 off any purchase at Sweetums!

Your campaign does not need to have an offer associated; it can have a theme: Fall in Pawnee; or simply represent the region as a whole.

Develop a marketing campaign

How will you promote?

Campaigns must be compatible with the stated mission and objectives of ERTD.

Campaigns must include CT Visit Mystic Country branding.

Messaging must be approved by ERTD.

MARKETING PLAN: Comprehensive instagram campaign using influencers with supplemental facebook ads and radio spots in surrounding states.

Apply

Submissions must include full description of the proposal, all partners involved, timeline, measurable goals, and budget.

Submit your proposal to cassad@chamberect.com

Match Explained

2 to 1 match for the first \$5,000

1 to 1 match for the next up to \$15,000

Cap of \$25,000

PARTNERS: Pawnee Super Suites, Tom's Bistro, Sweetums

TIMELINE: Run Ads August 20 - October 10, offer is good until Nov 20.

MEASURABLE GOALS: How many people reached? How many people took advantage of the offer?

BUDGET:

3 businesses at \$500.00 each = \$1,500

ERTD Grant = \$3,000

Total campaign spend = **\$4,500**

Need some guidance?

For more information or to discuss your idea contact Courtney Assad, cassad@chamberect.com.



Mystic Country