



**TOURISM**  
**Red Deer**  
[www.tourismreddeer.com](http://www.tourismreddeer.com)

**PARTNERSHIP  
PROGRAM  
2012**



## **TABLE OF CONTENTS**

WHAT WE CAN DO FOR YOU	<b>4</b>
TOURISM RED DEER'S VISION	<b>5</b>
BECOME A PARTNER	<b>6</b>
2012 PARTNERSHIP REGISTRATION	<b>7</b>
TOURISM RED DEER INDUSTRY PARTNER EVENTS	<b>8</b>
LEARNING OPPORTUNITIES	<b>9</b>
2012 - 2014 CORE MARKETING STRATEGY	<b>10</b>
MARKETING PROGRAMS	<b>11 – 15</b>
2012 MARKETING PROGRAMS BOOKING FORM	<b>16</b>
TOURISM RED DEER CONTACTS	<b>17</b>

# TOGETHER WE CAN...

## WHAT WE CAN DO FOR YOU

November 2011

We're looking forward to the many new opportunities that 2012 brings.

Working together we will increase the awareness of our region. Through story-telling, (both on line and through traditional media), we will share the many wonderful experiences our visitors can expect. We will create sales opportunities for you to connect with potential new visitors.

Our commitment is to provide value to our marketing partners and stakeholders. This is our fundamental purpose and foremost priority. Please take a moment to download the 2012-2014 Marketing Plan – Maximizing Our Potential at [www.TourismRedDeer.com / Industry](http://www.TourismRedDeer.com / Industry).

Tourism Red Deer strives to develop and offer relevant programming that has a positive impact on your businesses. We are excited to have you participate with us in the programs developed for 2012 and described in this booklet.

We welcome the opportunity to discuss how we can continue to develop even more new programs that will meet your business needs.

Liz Taylor  
Executive Director  
Tourism Red Deer



## TOURISM RED DEER'S VISION

### VISION

To be recognized as the collective voice of tourism stakeholders and the lead entity for innovative tourism marketing in central Alberta resulting in a vibrant and healthy hospitality and tourism community.

### MISSION

Provide leadership and collaboration amongst the hospitality and tourism industry of Red Deer and Area to generate stronger tourism product, experiences and economic success.

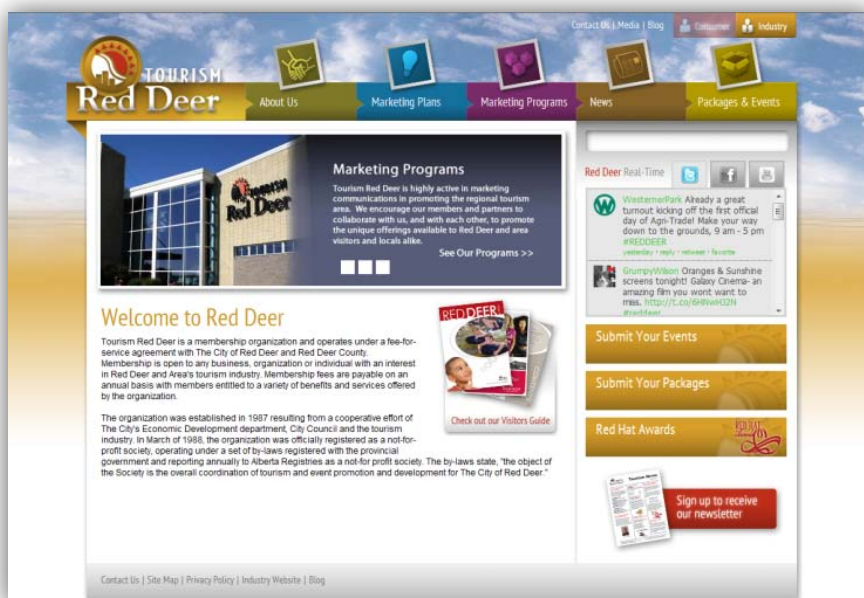
### MANDATE

Coordinate and Grow hospitality and tourism revenue and successes for Red Deer and Area industry.  
Provide leadership and guidance to the tourism and hospitality businesses.  
Be a strong, credible, and trusted voice and representation for the tourism industry.

**TO VIEW A DETAILED VERSION OF OUR 2012-2014 MARKETING PLAN  
CHECK OUT THE INDUSTRY SECTION OF OUR NEW WEBSITE**



[www.tourismreddeer.com](http://www.tourismreddeer.com)



# ...ACHIEVE GREAT THINGS

# BECOME A TEAM...

## BECOME A PARTNER

Providing value to our marketing partners and stakeholders is our fundamental purpose and foremost priority. Moving forward, it is imperative that we provide value for our marketing partners and offer relevant programming.

**“Product development, awareness marketing / advertising, publications, event and festival marketing, media relations, and website development”**

*(Source: Industry stakeholders in the 2007 Renewing Tourism Red Deer report as most important to them.)*

**Marketing partner's benefits provides the following opportunities:**

- Marketing partnership programs and services
- Monthly newsletters / updates
- Web profile in business directory
- Brochure display
- Sales leads and referrals (consumer, media)
- Voting at AGM



**“Providing value to our marketing partners and stakeholders is our fundamental purpose and foremost priority.”**

## 2012 PARTNERSHIP REGISTRATION - RENEWALS MUST BE PAID BY FEBRUARY 1, 2012

\*\*\* FORM MUST BE COMPLETED AND RETURNED WITH PAYMENT \*\*\*

MARKETING PARTNERSHIP OPTIONS (All businesses within a 80km radius of Red Deer)	2012 PARTNERSHIP FEE	CHECK 1 BOX
Hotels/Motels/Inns	\$500	
Major Partners	\$500	
Associations or Consortia	\$500	
Marketing Partners(Includes campgrounds, attractions, festival, events, B&B, recreation facilities, dining)	\$200	
<b>Associate Partners - Non Voting</b>		
Retail Partners (Includes services such as retail, gas, banking, medical, transportation)	\$300	
Individuals	\$100	
Non Hospitality / Tourism(Includes real estate agents, auto, RV, Malls)	\$500	
Towns	\$1000	

BROCHURE DISPLAY CHARGES		CHECK 1 BOX
Red Deer / County tourism / hospitality business	No Charge	
Red Deer / County non tourism / hospitality business	\$300	
<b>All businesses outside of our immediate trading area will be charged</b>		
Attractions	\$100	
Accommodation, Lodging, Services	\$300	
Towns, Regions	\$500	
	SUBTOTAL: \$	
	GST (5%) \$	
	<b>TOTAL \$</b>	

**MARKETING PARTNER'S BENEFITS:** Marketing partnership programs and services. Monthly newsletter / updates. Web profile in business directory. Brochure display. Sales leads and referrals (consumer, media). Voting at AGM

PAYMENT METHOD:  Cheque (Enclosed)  MasterCard  Visa

CARD NUMBER: \_\_\_\_\_ EXPIRY: \_\_\_\_\_

CARD HOLDER NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

ORGANIZATION NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ CONTACT PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

DESCRIPTION OF BUSINESS/ORGANIZATION: (130 word maximum)

---



---



---

# ...SHARE RESOURCES

# GET INVOLVED...

## TOURISM RED DEER INDUSTRY PARTNER EVENTS

### NETWORKING CAN BE EXCITING!

Being in the Tourism Industry we are very fortunate to be working in the field of making good times happen and helping to create unforgettable memories. Why not share your enthusiasm with like minded people during any of our industry partner events. Have the opportunity to get involved in great discussions where you can take away as much knowledge as you can contribute. Find out what others in the industry are doing, what practices work, and what you can improve on. Develop relationships where you can do great things together like partnering and packaging to make the most of your products.

**Together we can create the Red Deer Experience...**

TOURISM RED DEER INDUSTRY PARTNER EVENTS	
<b>JANUARY</b>	24 <sup>th</sup> – Segmentation Targeting & Positioning Workshop
<b>FEBRUARY</b>	7 <sup>th</sup> – Media Relations: We are Storytellers Workshop
	28 <sup>th</sup> – Pricing, Principles & Strategy Workshop
<b>MARCH</b>	Marketing Communication Workshop
	28 <sup>th</sup> - Tourism Red Deer AGM
<b>APRIL</b>	2 <sup>nd</sup> - 4 <sup>th</sup> – Growing Rural Tourism Conference (Camrose, AB)
<b>MAY</b>	Let's Talk Tourism Speakers Series
<b>JUNE</b>	Hats Off to Tourism & 2012 Red Hat Award Launch
<b>JULY</b>	
<b>AUGUST</b>	
<b>SEPTEMBER</b>	
<b>OCTOBER</b>	2012 Red Hat Awards
<b>NOVEMBER</b>	Let's Talk Tourism Speaker Series
<b>DECEMBER</b>	



## LEARNING OPPORTUNITIES

### TRAVEL ALBERTA WORKSHOP SCHEDULE IN PARTNERSHIP WITH TOURISM RED DEER - **FREE Registration**

---

#### MARKETING PLAN BUILDER

**NOV 29 – 10:00 AM to 2:00 PM Black Knight Inn (Lunch provided)**

Understand the role and necessity of building an effective marketing plan. We'll provide you with a process and a guide for building a useful and practical plan – including **Customized Marketing Planning Software – Travel Alberta Model** This workshop will help you to apply marketing concepts and understand the key principles and practices required to build an effective marketing plan.

---

#### SEGMENTATION TARGETING & POSITIONING

**JAN 24 – 10:00 AM to 4:00 PM Quality Inn North Hill (Lunch provided)**

Take a more targeted approach to your marketing. Profile who your customers are. Describe how your product is unique and learn how you can create an engaging experience for your customers. Examine the perception your customers have of your product and what you can do to change or reinforce that perception. With this information you'll be able to interact with your customers in a more effective way that may result in more sales for you.

---

#### MEDIA RELATIONS: WE ARE STORYTELLERS

**FEB 07 – 10:00 AM to 2:00 PM Red Deer Lodge (Lunch provided)**

Understand the value of working with travel media, this workshop establishes the key building blocks for good media relations including how to find stories in your operation, how to tell a good story, how to write a news release, the art of the pitch, interviewing tips and more.

---

#### PRICING, PRINCIPLES & STRATEGY

**FEB 28 – Location to be announced**

How can I establish a Value Proposition? Did we charge the right price? These are hard questions that cannot be answered lightly but during this 2 hour module, we will discuss pricing principles, strategy and tools that will assist you in determining actions that are right for your business.

---

#### MARKETING COMMUNICATION

**MARCH – Location and Date to be announced**

An introduction to the context and role of marketing communication; assisting you in understanding the fundamentals, the various elements of the promotional mix and how they complement and enhance each other.

---

#### REGISTRATION & EVENTS CONTACT

**NAOMI SPENIFF** Industry Relations Manager

E: [naomi@tourismreddeer.com](mailto:naomi@tourismreddeer.com) T: 403.346.0180 ext.4

# ...EMBRACE KNOWLEDGE

# DO MORE...

## 2012 – 2014 CORE MARKETING STRATEGY

- 1. CREATE REASONS** for people to come and make it easy for them to purchase.
  - Position Red Deer as the prime location for meetings in Alberta
  - Position Red Deer as a centre for learning, arts and culture
  - Position Red Deer as a centre for sporting and recreational events
- 2. ENGAGE INDUSTRY and LEVERAGE RESOURCES** by introducing campaigns that industry can participate in and sell their product to consumers. Demonstrate value through packages and price points to help complete sales cycle. All programs will be designed to communicate the Red Deer experience and destination attributes to clearly defined targets, tactics and measurable results.
- 3. DEFINE EXPERIENCES** by introducing effective storytelling through demonstrated examples in all published material (online / offline) and through training workshops for the industry. Align with market segment – “Authentic Experienter.”
- 4. UTILIZE LEADING EDGE TECHNOLOGY**, invest in online presentation, social media, mobile applications, to ensure consumer relevancy.
  - **E-Marketing / Social Media.** Financially efficient online marketing activities will provide numerous marketing opportunities. Tourism Red Deer will continue to build and execute comprehensive and meaningful social media strategies that will increase traffic to our core online properties. Consideration should be given to how Tourism Red Deer and its social media can be accessed via smart-phone technologies.
  - **TourismRedDeer.com.** Our website will become a powerful agent of persuasion by adopting and executing a web platform that inspires curiosity, provides knowledge and solves problems for consumers, as well as integrates all relevant social media tools.
- 5. BRING NEW BUSINESS and EVENTS to RED DEER** by developing and leading sales initiatives.



IN THE PAGES AHEAD YOU'LL FIND ALL  
OF OUR **2012 MARKETING PROGRAMS**  
WITH DESCRIPTIONS AND PRICING.  
SOME ARE NEW AND SOME HAVE BEEN  
RENEWED FOR 2012!  
**BOOK EARLY TO ENSURE YOU GET  
THE SPACE YOU REQUIRE!**

**MARKETING PROGRAMS CONTACT**  
**VICKY LOUGHLIN** Marketing Manager

E: [vicky@tourismreddeer.com](mailto:vicky@tourismreddeer.com) T: 403.346.0180 ext.3

## 2012 RED DEER & AREA VISITORS GUIDE

Tourism Red Deer's newly formatted visitors guide is designed to attract visitors and is a resource of unique experiences for visitors. This highly recognized marketing tool promotes amenities, accommodations, attractions, dining, events, products and services.

We are very excited to announce a **NEW LOOK** and **LAYOUT** to our 2012 Red Deer & Area Visitors Guide.

- **NEW SIZE:** 6" x 10 ¾"
- **CIRCULATION:** 20,000 printed
- **DISTRIBUTION:** throughout Western Canada.  
Also available for viewing and downloading from our interactive website [www.tourismreddeer.com](http://www.tourismreddeer.com)

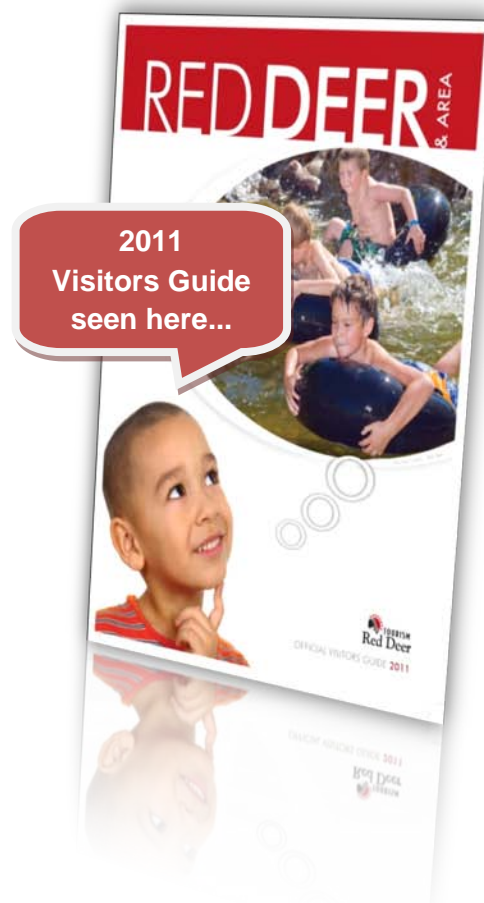
**BOOKING DEADLINE:** February 1, 2012

**ARTWORK (AD) DEADLINE:** February 8, 2012

**SCHEDULED DISTRIBUTION DATE:** April 2012

### AD SPECIFICATIONS GIVEN AT TIME OF BOOKING

ADVERTISEMENT SIZE	DESCRIPTION	PRICE
<b>FREE DIRECTORY LISTING</b>	Listing of services per section chosen by Tourism Red Deer, size dependent on count of listings per page.	<b>FREE</b>
<b>1/6 Page Ad</b> -Enhanced Listing Template Ad Only.	Include: photo, logo, business contact information, 50 word business description. Print only.	\$400.00
<b>1/6 PACKAGE AD</b> (price point) Template Ad Only.	Include: photo, logo, business contact information, 50 word package description. Duplicate package presented on website including additional photo option, and interactive web links.	\$500.00
<b>SAVINGS OPPORTUNITY</b>	Purchase both the Visitors Guide 1/6 Package Ad and the Map Package Ad and receive 20% off the total combined price.	
<b>1/4 Page</b> - Community Ad Template Ad Only.	Include: photo, community logo, contact information, 100 words write up.	\$500.00
<b>1/2 Page Ad</b> Camera ready	Artwork must be provided camera ready. Specifications given at time of booking.	\$800.00
<b>Full Page Ad</b> Camera ready	Artwork must be provided camera ready. Specifications given at time of booking.	\$1,500.00
<b>Inside Back Cover Ad</b> Camera ready	Artwork must be provided camera ready. Specifications given at time of booking. PRIME space limited.	\$ 2,000.00



# ...GROW STRONGER

# BE CURRENT...

## 2012 RED DEER & COUNTY MAP

Full-size, colour, detailed street map widely used by visitors, service providers and residents. The detailed street map is updated annually to show new residential, commercial and industrial areas. It also includes a map of Red Deer County and provides general information regarding our thriving community.

**NEW** to the 2012 map will be a section designated for packages and coupons (price point). A limited amount of high-profile space is available so be sure to book your space!

- **CIRCULATION:** 20,000 printed
- **DISTRIBUTION:** City of Red Deer, service stations, Alberta Motor Association, visitor centres and through sales to the public at area businesses.

**BOOKING DEADLINE:** February 1, 2012

**ARTWORK (AD) DEADLINE:** February 8, 2012

**SCHEDULED DISTRIBUTION DATE:** April 2012

### AD SPECIFICATIONS GIVEN AT TIME OF BOOKING

(All map ads must be camera ready excluding the Package/Coupon Ad)



ADVERTISEMENT SIZE	DESCRIPTION	PRICE
Business Card Ad	Camera ready, ad specific to sizing	\$500.00
Package/Coupon Ad (Price Point) Template Ad	Double sided tear-away package/coupons located on the side of the map. Duplicate package/coupons located on our website.	\$500.00
<b>SAVINGS OPPORTUNITY</b>	Purchase both the Visitors Guide 1/6 Package Ad and the Map Package Ad and receive 20% off the total combined price	
Inside Half Panel	Includes your corporate logo at each location on the map	\$800.00
Large Display Ad (PRIME front of map location)	Includes your corporate logo at each location on the map	\$1,000.00
Inside Full Panel	Includes your corporate logo at each location on the map	\$1,500.00
BACK COVER	Includes your corporate logo at each location on the map. LIMITED TO 1 SPACE first to book this space gets this PRIME location.	\$2,000.00

## AMA WESTWORLD MAGAZINE

Westworld is the premier travel publication distributed to over 590,000 households in Alberta as the official publication of the Alberta Motor Association. Red Deer and Area will aggressively reach these travelling consumers through editorial and packages in features scheduled for **APRIL**, **JUNE** and **SEPTEMBER**. Industry can close the sale with package / price point offerings.

- **CIRCULATION:** 590,000 printed
- **DISTRIBUTION:** Alberta Households

**APRIL ISSUE LIMITED TO 24 PARTNERS**

**JUNE ISSUE LIMITED TO 12 PARTNERS**

**SEPTEMBER ISSUE LIMITED TO 12 PARTNERS**

- **\$1,500.00** per partner / per issue
- 6 Partners per page
- Package or Offering Ad
- Ad Package to include: (Template Ad)
  - ✓ Photo
  - ✓ Logo
  - ✓ Contact information
  - ✓ 50 word description



ISSUE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	PRICE
<b>APRIL</b>	January 30, 2012	February 10, 2012	\$1,500.00
<b>JUNE</b>	January 30, 2012	March 15, 2012	\$1,500.00
<b>SEPTEMBER</b>	January 30, 2012	May 15, 2012	\$1,500.00

# ...CREATE UNISON

# MAKE A STATEMENT...

## TRAVEL ALBERTA SUMMER MAGAZINE

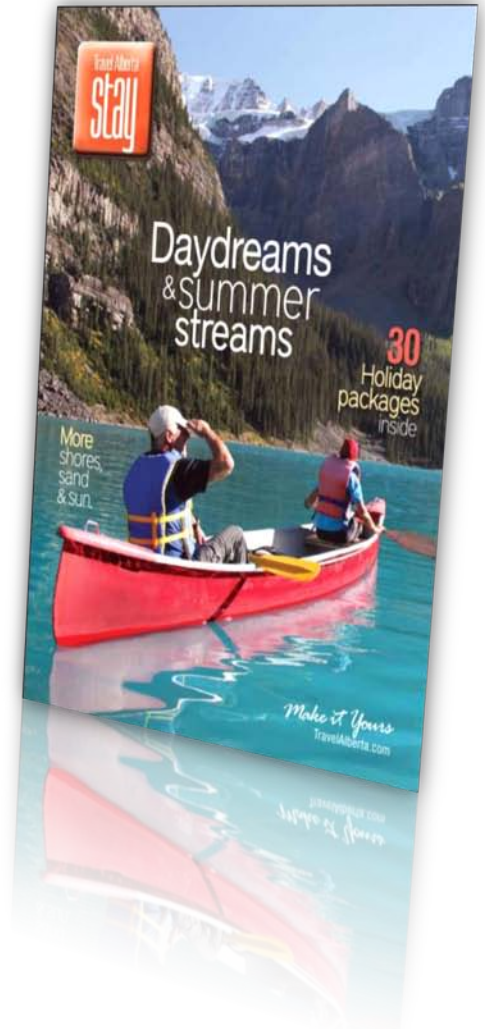
### TOURISM RED DEER WILL COORDINATE A RED DEER & RED DEER COUNTY DISPLAY AD IN THE TRAVEL ALBERTA SUMMER MAGAZINE

Travel Alberta has focused their efforts on creating a publication that will really bring to life everything travellers can do during summer's long days, and fun nights. Along with great new content, layout and images, Travel Alberta is also addressing reader and advertiser needs by offering new experiences oriented content and package opportunities.

- **CIRCULATION:** 500,000 printed
- **DISTRIBUTION:** Participation in the Summer Magazine will help you reach potential visitors from Alberta, Saskatchewan, British Columbia and Ottawa.

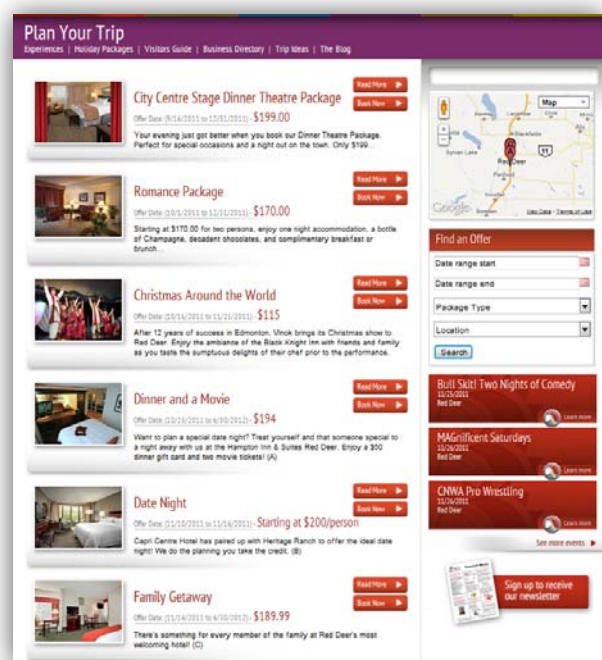
**BOOKING DEADLINE:** January 1, 2012  
**ARTWORK (AD) DEADLINE:** January 15, 2012  
**SCHEDULED DISTRIBUTION DATE:** May 2012

- **LIMITED TO 6 PARTNERS**
- **\$1,000.00** per partner
- Package or price point ad only
- Ad Package to include:
  - ✓ Photo
  - ✓ Logo
  - ✓ Contact information
  - ✓ 50 word description



## E-BLASTS

E-Marketing is essential in today's business world. Get the online exposure you need to get your message out to your target audience. Through Tourism Red Deer's web developers we will be launching package/price point based E-Blasts that will tap into hundreds of thousands of dedicated travellers waiting to learn about the Red Deer Experience.



Visitors are continually shifting their travel planning and purchasing behaviours as alternative distribution channels are introduced to the market. The internet has evolved to be the primary tourism planning and purchasing tool to engage potential visitors. The continued advancement and introduction of new technology demands that we invest our marketing dollars differently to meet the needs of our consumer.

**PARTICIPATE WITH YOUR PACKAGE OR PRICE POINT OFFER!**

E-BLAST RUN DATE	BOOKING DEADLINE	PACKAGE DEADLINE	PRICE
APRIL	February 1, 2012	March 1, 2012	\$250.00
JUNE	April 1, 2012	May 1, 2012	\$250.00
SEPTEMBER	May 1, 2012	June 1, 2012	\$250.00

**“The internet has evolved to be the primary tourism planning and purchasing tool to engage potential visitor**

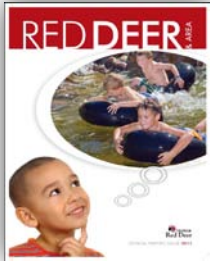
# ...SET NEW STANDARDS

# WELCOME CHANGE...

## 2012 MARKETING PROGRAMS BOOKING FORM

CHECK THE BOXES BESIDE THE MARKETING PROGRAMS YOU WISH TO PARTICIPATE IN

### 2012 RED DEER & AREA VISITORS GUIDE



DIRECTORY LISTING	FREE	
1/6 PAGE AD	\$400	
1/6 PACKAGE AD	\$500	
1/6 PKG- GUIDE & MAP 20%	\$400	
1/4 PAGE AD	\$500	
1/2 PAGE AD	\$800	
FULL PAGE AD	\$1500	
INSIDE BACK COVER AD	\$2000	

### 2012 RED DEER & COUNTY MAP



BUSINESS CARD AD	\$500	
PACKAGE/COUPON AD	\$500	
1/6 PKG- GUIDE & MAP 20%	\$400	
INSIDE HALF PANEL	\$800	
LARGE DISPLAY AD	\$1000	
INSIDE HALF PANEL	\$1500	
BACK COVER AD	\$2000	

### AMA WESTWORLD MAGAZINE



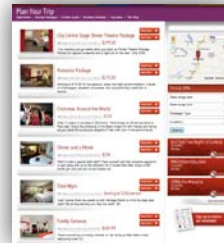
APRIL ISSUE WESTWORLD MAGAZINE	\$1500	
JUNE ISSUE WESTWORLD MAGAZINE	\$1500	
SEPTEMBER ISSUE WESTWORLD MAGAZINE	\$1500	

### TRAVEL ALBERTA SUMMER MAGAZINE



TRAVEL ALBERTA SUMMER MAGAZINE	\$1000	
--------------------------------	--------	--

### E-BLASTS



APRIL E-BLAST	\$250	
JUNE E-BLAST	\$250	
SEPTEMBER E-BLAST	\$250	

SUBTOTAL: \$

GST (5%) \$

TOTAL \$

PAYMENT METHOD:  Cheque (Enclosed)  MasterCard  Visa

ALL PAYMENTS MUST BE RECEIVED PRIOR TO PUBLICATION DATES

CARD NUMBER: \_\_\_\_\_ EXPIRY: \_\_\_\_\_

CARD HOLDER NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

BY SIGNING THIS YOU AGREE TO PARTICIPATION IN THE SELECTED MARKETING PROGRAMS FOR 2012

ORGANIZATION NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ CONTACT PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_



# GET CONNECTED...

## TOURISM RED DEER CONTACTS

**LIZ TAYLOR**

**EXECUTIVE DIRECTOR**

T: 403-346-0180 ext. 5

E: [liz@tourismreddeer.com](mailto:liz@tourismreddeer.com)

**CINDY COUBROUGH**

**DIRECTOR OF OPERATIONS**

T: 403-346-0180 ext. 6

E: [cindyc@tourismreddeer.com](mailto:cindyc@tourismreddeer.com)

**VICKY LOUGHLIN**

**MARKETING MANAGER**

T: 403-346-0180 ext. 3

E: [vicky@tourismreddeer.com](mailto:vicky@tourismreddeer.com)

**NAOMI SPENDIFF**

**INDUSTRY RELATIONS MANAGER**

T: 403-346-0180 ext. 4

E: [naomi@tourismreddeer.com](mailto:naomi@tourismreddeer.com)

**SUSAN STEEN-TURKINGTON**

**VISITOR EXPERIENCE MANAGER**

T: 403-346-0180 ext. 2

E: [susan2@tourismreddeer.com](mailto:susan2@tourismreddeer.com)



# TOURISMREDDEER.COM