



PARTNERSHIP  
**Program**  
UNCOVER WONDER





Travel Drumheller works extensively to share the uncovered wonder story of Drumheller Valley to inspire millions of visitors and potential visitors each year. Creating and executing enticing digital and social marketing

campaigns, attending events and ensuring our website is world-class, are foundational elements to building awareness and enthusiasm for Travel Drumheller.

Your business contributes to Drumheller's destination story. Our tourism partners and experiences are why visitors choose Drumheller year after year. Elevating your business story through deliberate and planned marketing efforts offered through our enhanced Partner Program supports your business goals and destination strategies.

Our team is excited to work with you to feature your business in Drumheller's story to reach millions of visitors showing them why they should add Drumheller to their itinerary as an exceptional experience destination.





# FAQs

## Why should I support this program?

The new Partner Program provides a leveraged and value-added approach to Travel Drumheller's most high-yielding cooperative marketing tactics, including the 2023 Exploration Guide, working with influencer marketing campaigns and on [traveldrumheller.com](http://traveldrumheller.com).

### The program offers:

- Well planned and hyper-targeted marketing tactics to support business recovery. Investing in strong promotions that drive direct results and best position your business for success.
- Access to innovative and strategic marketing strategies and intelligence which have proven to deliver impactful results. Travel Drumheller's marketing team provides marketing best practices and detailed insights to drive the success of the campaigns.
- Target audiences and marketing distribution channels have been carefully considered with each tactic to ensure we connect with the best-aligned travel consumer for our destination.

## What are the benefits?

Marketing tactics outlined in the Partner Program add to our destination marketing strategies valued at \$400,000 but also build your own marketing reach by elevating your marketing activities.

Marketing flexibility. The Partner Program has been designed to access Travel Drumheller's most popular marketing tactics at the best price and with everyone contributing we all get a larger market share.

We provide no-fuss marketing solutions. Sign up, pay and let the pros do the heavy lifting! The marketing team at Travel Drumheller will take care of the marketing scheduling, and support you in your creative needs

Access priority placements enhanced exposure and drive results from targeted, paid campaigns supported by Travel Drumheller.





# Partner Program Details

We are pleased to be partnering with you and your business. Partnering with Travel Drumheller is a great investment not only for your business; but supporting the local tourism industry and helps to ensure the organization continues to provide marketing strategy to drive Drumheller's tourism sector.

Partners will have access to a variety of tools to leverage marketing dollars including co-operative marketing programs, tourism image library, networking events, industry contact lists, educational workshops, and discount on advertising in the Exploration Guide

**2023 Annual Partnership cost: \$150**



## 2023 EXPLORATION GUIDE

Travel Drumheller presents the 2023 Official Travel Drumheller Exploration Guide. This signature marketing resource provides inspiration to potential visitors by sharing Drumheller Valley experiences and key destination highlights. The guide's beautifully designed content, infused with local photos and stories, will be distributed to Alberta Visitor Centres and locations across Canada and Drumheller.

An interactive, digital version will also be available at [traveldrumheller.com](http://traveldrumheller.com) for tour operators, event planners and visitors planning online. Advertorial spaces in the 2023 Visitor Guide are available at different rates to suit your business needs and budget rates.

### COST

Available Sizes	Partner Rate for 2023	Non-Partner Rate for 2023
1/6 ad space (2.25"W x 4.75"H)	\$325	\$500
1/3 ad space (2.25"W x 9.75"H)	\$750	\$1120
2/6 ad space (4.75"W x 4.75"H)	\$750	\$1120
1/2 ad space (7.25"W x 4.75"H)	\$1090	\$1680
Inside Front Cover (8.25"W x 10.75"H)	\$2450	\$3360
Inside Back Cover (8.25"W x 10.75"H)	\$2450	\$3360
Outside Back Cover (8.25"W x 10.75"H)	\$2500	\$3450
Full Page Ad (8.25"W x 10.75"H)	\$1625	\$2800

All sizes will be included in the digital guide on [traveldrumheller.com](http://traveldrumheller.com), which will provide links to your business's social media, and websites. If you require ad design, we can create this for you at a \$75 additional charge for this you will get one free change to your ad.

FULL PAGE ADVERT  
(8.25"W x 10.75"H)

HALF PAGE ADVERT  
(7.25"W x 4.75"H)

THIRD  
PAGE  
ADVERT  
(2.25"W  
x 9.75"H)

SIXTH  
PAGE  
ADVERT  
(2.25"W x  
4.75"H)

TWO SIXTH  
PAGE ADVERT  
(4.75"W x 4.75"H)





## INFLUENCER CAMPAIGNS & PAID MEDIA

Travel Drumheller works with different influencers to leverage their content and get in front of their audiences. We assess and choose influencers to suit our current audiences and also target currently under represented audiences. We also run paid media campaigns. *Partners can be featured by these influencers and in paid media initiatives.*

### COST

- *Partner: \$100 contribution* with \$50 being covered by Travel Drumheller (goods or services)
- *Non-partner: \$100* in goods or services by the business

## CONTENT & ASSET SUPPORT

### CONTENT

Travel Drumheller will support partners to gather content to use in their marketing activities. Partners can have the cost of a photographer covered by Travel Drumheller. The business will receive 50 images which both Travel Drumheller and the business has the rights to.

### COST

*For 2023 this is a free service for partners only*

### ASSETS

Partners have access to our Crowdriff platform. This media library includes all the photography content gathered by Travel Drumheller as well as user generated content captured through Crowdriff.

### COST

*For 2023 this is a **free** service for partners. Non-partners \$200*



## TRAVEL DEALS

Capture the spotlight on the Travel Deals page on [traveldrumheller.com](https://traveldrumheller.com). Exclusive to partners, Travel Drumheller invests an average of \$7,500 a month in paid advertising each month to drive target audiences to the travel Drumheller website. The travel deals page had over 500,000 page views in 2022.

A Travel Deal listing includes one deal per booked time frame. Adjustments to your offer can be made monthly upon request.

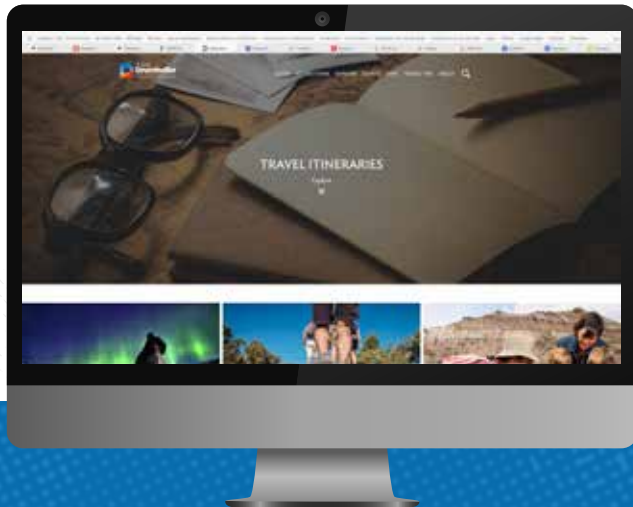
### Specifics

✓ Pre-booking is required. Please choose from the following consecutive increments:

July - September October - December

January - March April - June

- Travel Deal must reflect a minimum 15% discount or equivalent to be eligible.
- Travel Deal details/content is to be provided by the partner. One reminder email will be sent in advance of your booking.
- Travel Drumheller reserves the right to edit your listing for length so that it fits in its space.



### **COST for 3 months**

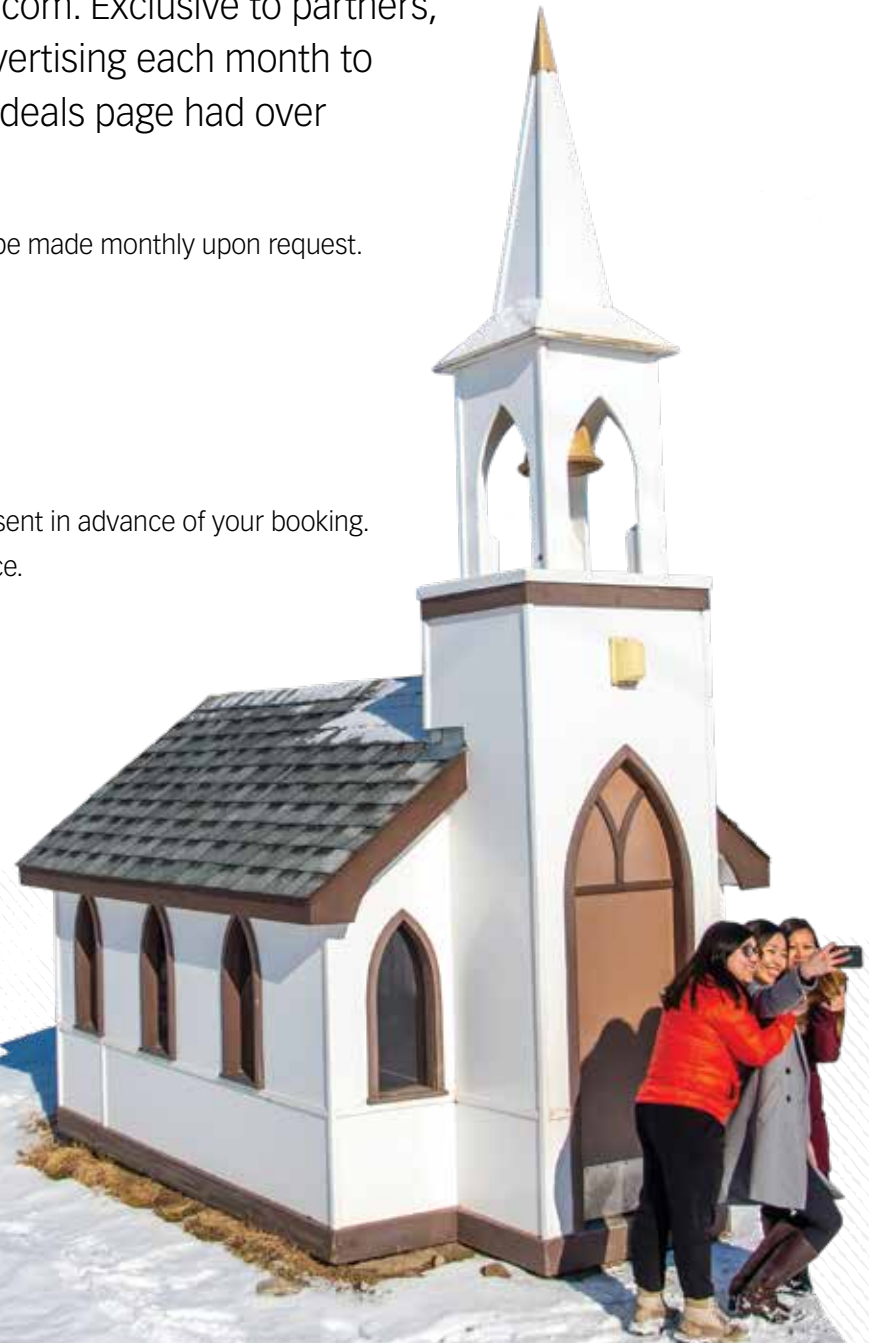
*Partners \$100*

*Non Partners \$250*

### **COST for 12 months**

*Partners \$250*

*Non Partners \$600*





## BLOG POSTS ON TRAVEL DRUMHELLER WEBSITE

Blogs are an important component of Travel Drumheller's content marketing strategy. They help to tell our destination story and bring attention to our special experiences, and all that Drumheller and the valley have to offer. With a high interest and readership in the 2021/22 blogging. These blogs will focus on the hotels, campgrounds, bed and breakfasts that buy in, attractions, and features that would appeal to these groups. This marketing tactic provides high conversion rates and drives interested consumers directly to our partners. We expect continued high engagement by honing in on these specific audiences.

With a dedicated goal to making Drumheller a year round travel destination, the blogs highlight seasonal themes and feature cool experiences that visitors can expect in Drumheller and the valley. Commit to being part of the story with a feature in our monthly blog program.

**Blog Features:** July 1, 2022 - June 30, 2023

**Audience:** Destination travelers external to Drumheller

### BLOG EXAMPLE

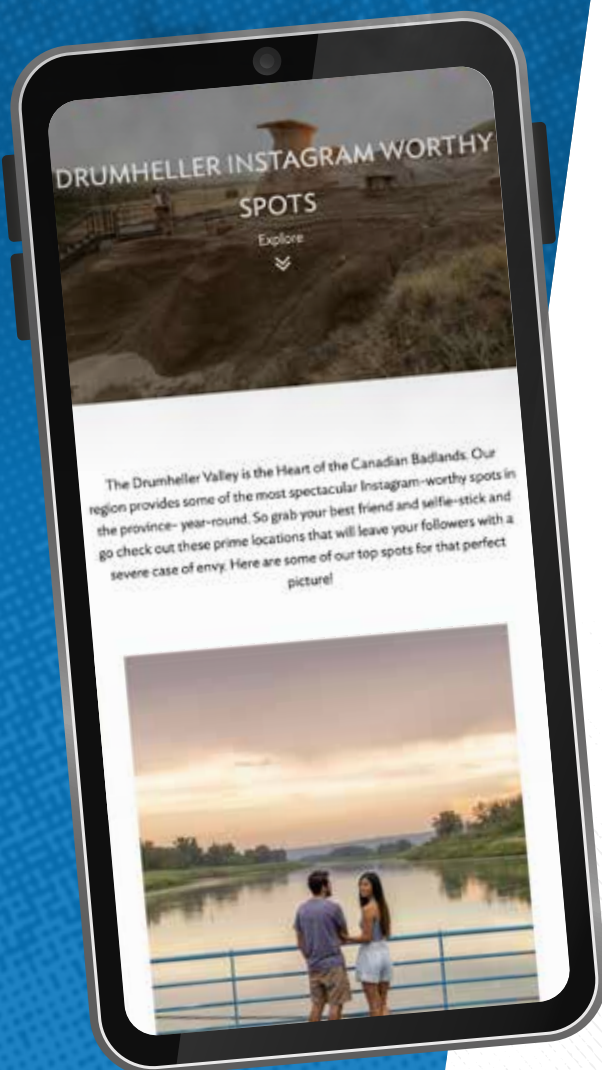
#### Specifics:

- ✓ Blog is live on [traveldrumheller.com](http://traveldrumheller.com) for 12 months
- ✓ Includes a business highlight and direct website link (as best fits within the blog format)
- ✓ Blogs are featured in one consumer e-newsletter to over 3k+ subscribers
- ✓ 2 Organic Social Posts to the Blog
- ✓ Up to \$300-\$500 in paid social advertising driving target audiences to each blog

### COST PER BLOG POST

*Partners \$50*

*Non Partners \$100*





## MARKETING MENTORSHIP PROGRAM

This 8-week program is for Travel Drumheller partners in its second year and will provide one-on-one marketing counselling for businesses. Topics covered include, but are not limited to:

- Establishing Marketing Goals
- Writing a Marketing Plan
- Planning Social Media Content
- Website Development
- Marketing Analytics
- And more...

To participate in Travel Drumheller's Marketing Mentorship Program, *please complete the application form and submit as soon as possible*. Limited spots are available.

### COST

Free





Non partners \$200

## BOOST YOUR BUSINESS WORKSHOPS

Travel Drumheller will be running a second season of the educational workshops for tourism businesses in the Drumheller Valley. Boost Your Business, will cover topics ranging from what makes a good post to creating a content calendar, giving you a strong marketing foundation for your business.

### COST

Partners \$15 each session

Non Partners \$30







**Please fill out the Advertising Form to  
lock in your exposure today!**