

2022-2023 VISIT NORTH CENTRAL IDAHO

PARTNERSHIP PACKAGE



\$136 m

tourism dollars spent in
NORTH CENTRAL IDAHO

\$67,000

projected
MARKETING BUDGET

5,000

distributed
VISITOR GUIDES

2,230

JOBS CREATED by the North
Central Idaho tourism industry



TOP REASONS VISITORS COME TO NORTH CENTRAL IDAHO

VISIT FRIENDS AND FAMILY // EXPERIENCE THE OUTDOORS // ATTEND SPECIAL EVENTS

2.5

Average **OVERNIGHT STAYS**
in North Central Idaho

#3

TOURISM IS IDAHO'S 3RD LARGEST INDUSTRY
behind agriculture and technology

BUSINESS INVESTMENT

Your partnership investment will expand Visit North Central Idaho's (VNCITA) marketing reach by expanding local prosperity. As the tourism economy grows, so do your business opportunities. Tourism destination spending in the North Central Idaho was an estimated \$136 million.*

COMPETITIVE ADVANTAGE

Your business will gain a competitive edge when you partner with the official tourism marketing organization for North Central Idaho.

PUBLIC RELATIONS

Visit North Central Idaho works closely with regional and national media to feature our region. Visit North Central Idaho organizes familiarization trips to let meeting planners and journalists experience member products and services. We want to help you pitch your unique story!

MARKETING

Visit North Central Idaho implements a series of marketing promotions with substantial regional advertising and publicity to drive business year-round. As a partner, you can participate and

leverage your marketing dollars more effectively. Please see our marketing plan for full details.

AFFORDABLE

Partnership with Visit North Central Idaho is more affordable than you might think. For a minimal annual fee you can market your business year-round, on a daily basis to thousands of travelers regionally and nationally.

*Dean Runyan & Assoc., 2020 Report

MISSION

VNCITA leads tourism development and marketing efforts and creates partnerships in the five counties of north central Idaho (Clearwater, Idaho, Latah, Lewis and Nez Perce) in order to create a successful & sustainable tourism industry, support the region's economy, and improve quality of life for our residents.

OBJECTIVES

To promote and develop Region 2 tourism. (Clearwater, Idaho, Latah, Lewis and Nez Perce Counties) as a vacation, recreation, convention and travel destination including use and promotion of the North Central Idaho area under the auspices of/or theme of Idaho's Northwest Passage.

To aid in the development of programs and projects including the application for grant funds and the disbursement of funds from grants and all other sources so as to accomplish these objectives.

To serve such purposes, the organization may engage in promotion, public relations, education, fund raising, and similar activities as planned, authorized and executed by the Board of Directors.

To act in all ways so as to achieve the educational and promotional non-profit purposes of the corporation including, for such purposes, the acquisition and distribution of funds and property to other such organizations that qualify as exempt organizations under Section 501 (c) (3) of the Internal Revenue Code, as amended or to be amended.

Visit North Central Idaho is a destination marketing organization contracted by the Idaho Travel Council to provide destination marketing and visitor information services for North Central Idaho.

2022-2023 VISIT NORTH CENTRAL IDAHO PARTNERSHIP BENEFITS



Opportunity to highlight your business or event in our **e-newsletter** to subscribers who have opted in.

Opportunity to post events on our website calendar and social media pages.

Featured business listing in the North Central Idaho Visitor Guide.
Note: all lodging tax collectors will be listed and members only will be highlighted.

Featured listing and link to your website from the VNCITA website.

Listing of packages or specials promoting your business on the VNCITA website and social media platforms.

Sales lead generation from VNCITA marketing/advertising from potential visitors.

Literature displayed at the VNCITA Visitor Information Centers and brochure racks.

Participate in **media familiarization tours/press trips**.

Participate in **Tourism Marketing Committee** meetings to provide your input for our programs and find out more about our marketing.

PARTNERSHIP LEVELS

- SPONSOR PARTNER \$5,025**
 - Full page ad on the back of the official North Central Idaho Visitor Guide.
 - Preferred listing and company promotions on the front page of VNCITA website.
 - Preferred company post and 12 paid boosted post promoting your company on VNCITA's social media platforms in one calendar year.

- CORPORATE PARTNER \$1,525**
 - ½ page ad inside the official North Central Idaho Visitor Guide.
 - Top preferred bold listing of your company on the VNCITA website under your business category.
 - Preferred company post and 6 paid boosted post promoting your company on VNCITA's social media platforms in one calendar year.

- KEY PARTNER \$775**
 - 1/4 page ad inside the official North Central Idaho Visitor Guide.
 - Top preferred bold listing of your company on the VNCITA website under your business category.
 - Preferred company post and 3 paid boosted post promoting your company on VNCITA's social media platforms in one calendar year.

- BUSINESS PARTNER \$150**
 - 10% ad discount in the official North Central Idaho Guide.

- NON-PROFIT PARTNER & ASSOCIATE MEMBERS \$150**

Partner agrees to pay \$_____ for the specified partnership level per the following terms and conditions: Due upon receipt. Finance charge of 18.0% per annum (1.5% per month) will be charged on all accounts over 30 days. All order forms, checks and correspondence should be sent to: **Visit North Central Idaho Travel Association, PO Box 2018, Lewiston, ID, 83501.**

Partner/Agency _____

Contact _____

Signature _____

Address _____

Website _____

Telephone _____

Email _____