

Tourism Calgary's Things To Do Campaign

Partner Investment

April 2019 – March 2020

tourism
calgary

In partnership with

Travel
Alberta
Canada

PARTNER PARTICIPATION OPPORTUNITIES

3 Levels of Investment

- All investment levels will receive Travel Alberta matching funding
- All levels will be supported with a robust distribution schedule

1K

- Inclusion in monthly listicle of your offer or general description (listicle includes approx. 30 partners)
- 3-4 paid partnership spots available per guide
Limited spots available, first come first serve
- Special graphic treatment for paid partners
- 5 participation wave opportunities

3K

- Inclusion in 1 seasonal 48 hour itinerary
8 itineraries in total to choose from
(includes a Young Adult and Family itinerary for Spring, Summer, Fall and Winter)
Limited spots available, first come first serve
- 5 participation wave opportunities

5K+

- Custom media schedule created with a multi-medium approach (depending on partner objective, article or offer featured)
- Inclusion in monthly listicle or 48 hour itinerary (based on length of event, promotion or campaign)
- Scalable based on budget
- 2 participation wave opportunities

***Content Note** - When developing paid partner content, Tourism Calgary develops articles, videos and stories aligned to our overall brand voice and campaign key messages. Tourism Calgary creates content for the destination's target markets, designing content to encourage a visitor to travel to Calgary or to add incremental experiences to their trip once in the destination. To ensure alignment with Tourism Calgary's voice and audience, content developed for partners in a paid capacity will have limited editing possibilities. Partners will receive content before it is published, and will have one round of revisions to provide feedback around factual errors or inaccuracies within a 72-hour timeframe. Positioning, diction, tonality, and style is at the discretion of Tourism Calgary.

5 participation waves annually

forms for chosen wave participation can be submitted early

wave 1

opt-in deadline March 15th
earliest in-market April 26th

wave 2

opt-in deadline April 22nd
earliest in-market June 7th

wave 3

opt-in deadline June 10th
earliest in-market July 26th

wave 4

opt-in deadline August 19th
earliest in-market October 4th

wave 5

opt-in deadline September 30th
earliest in-market November 15th

For Further Information Please Contact Raj Aggarwal, Marketing Coordinator:
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