

2018 Partnership Program

GOLD PARTNER: \$5000

This level is for large businesses and industry leaders driving the Fraser Coast tourism industry.

IMMEDIATE GOLD PARTNER BENEFITS:

- ✓ Free Australian Tourism Data Warehouse listing - value \$200
- ✓ \$1500: Partner Credit, to supplement co-operative advertising or event participation fees

GOLD PARTNER MARKETING BENEFITS:

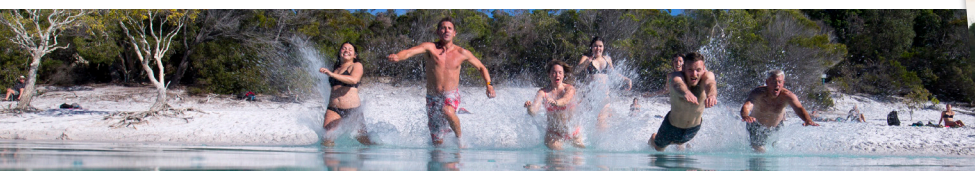
- ✓ Priority advertising listing opportunities in subsidised co-operative regional marketing campaigns (a minimum of two produced annually)
- ✓ Invitation to participate in discounted visitfrasercoast.com campaign deals for operators with online booking capability
- ✓ Opportunity to advertise in the annual Fraser Coast Holiday Planner (70,000 print copies), appropriate regional maps, brochures and guides
- ✓ Preferred status for agent and media familiarisation tour opportunities
- ✓ Participation in appropriate domestic consumer shows co-ordinated by FCTE
- ✓ One-on-one marketing, product and PR advice on request
- ✓ 3 x social media co-operative advertising placements in FCTE Facebook channels
- ✓ Invitation to attend trade and consumer shows
- ✓ 3 x advertising features in FCTE e-newsletter for product launches, announcements, etc
- ✓ 3 x content placements in FCTE e-newsletter

GOLD PARTNER NETWORKING BENEFITS:

- ✓ Logo used in FCTE corporate events and industry gatherings
- ✓ Tourism industry advocacy - FCTE will lobby on behalf of Gold Partners to improve their business and financial success
- ✓ Pay by month Partnership fee option
- ✓ Queensland Tourism Industry Council regional membership
- ✓ Assistance with media releases and distribution to target markets
- ✓ Priority offers for Event sponsorship
- ✓ Brochure racking for appropriate product collateral at FCTE visitor centres
- ✓ Access to FCTE image library to promote the destination
- ✓ Inclusion of your product in annual FCTE staff and volunteer in-region famils

GOLD PARTNER INDUSTRY ENGAGEMENT, TRAINING AND DEVELOPMENT:

- ✓ Opportunity to participate in FCTE training, including annual Welcome Program
- ✓ Access to digital marketing and social media training sessions
- ✓ Use of official FCTE branding as a Gold Partner
- ✓ Business name on FCTE Partnership Directory





2018 Partnership Application

Please complete this form and return via email to partners@fcte.com.au

Applicant Details:

Company Name: _____ ABN/ACN: _____

Address: _____

Representative's Name: _____ Job Title: _____

Phone: _____ Mobile: _____

Email: _____

Company Activities: _____

What matters most to your business? _____

Partnership Level:

Supporter Restaurant Bronze Silver Gold Platinum

Areas of Interest:

Marketing and Promotion Cooperative Campaigns Trade & Media Familiarisations
 Networking Event Sponsorship ATDW Listing

Payment options:

Payment options include cheque, credit card and Bpay. A monthly direct debit option is also available.

Cheque (attached) BPay/Invoice Direct Debit (not available for supporter level) Credit Card (below)

Type: Visa Mastercard

Card Number: Expiry: /

Name on Card: _____ Signature: _____