

## 2018 Partnership Program

### PLATINUM PARTNER: \$10,000

This level is for industry leaders working in close collaboration with FCTE to grow the Fraser Coast tourism industry.

#### IMMEDIATE PLATINUM PARTNER BENEFITS:

- ✓ Half-day workshop with FCTE leadership team in the first quarter of the new year to scope mutual FCTE/Partner benefits and set plan of action.
- ✓ Free Australian Tourism Data Warehouse listing - value \$200
- ✓ \$3000: **Partner Credit**, to supplement co-operative advertising or event participation fees

#### PLATINUM PARTNER MARKETING BENEFITS:

- ✓ External: Guaranteed 5 x agent and media familiarisation tour opportunities
- ✓ Internal: 2 x in region product famils undertaken by FCTE staff and volunteers
- ✓ 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
- ✓ Participation in appropriate domestic consumer shows co-ordinated by FCTE
- ✓ One-on-one marketing advice on request
- ✓ 5 x social media co-operative advertising placements in FCTE Facebook channels
- ✓ 3 x advertising features in FCTE e-newsletter for product launches, announcements, etc
- ✓ 3 x content placements in FCTE e-newsletter

#### PLATINUM PARTNER NETWORKING BENEFITS:

- ✓ Free invitation to 3 x FCTE corporate entertaining events (2 tickets to Relish Long Lunch, Fraser Coast Business & Tourism Awards and 2018 Industry Forum)
- ✓ Visitor Information Centre product display including video feature and digital advertising
- ✓ Brochure racking for appropriate product collateral at FCTE visitor centres
- ✓ Product name associated with 3 x Event sponsorships (by negotiation)
- ✓ Invitation to attend trade and consumer shows
- ✓ Tourism industry advocacy - FCTE will lobby on behalf of Platinum 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
- ✓ Access to FCTE image library to promote the destination product in annual FCTE staff and volunteer in-region famils

#### PLATINUM 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 Platinum Partner
- ✓ Business name on FCTE Partnership Directory



