

2018 Partnership Program

SILVER PARTNER: \$995

This level is for medium-sized businesses benefiting from the growth of the Fraser Coast tourism industry.

IMMEDIATE SILVER PARTNER BENEFITS:

- ✓ Free Australian Tourism Data Warehouse listing - value \$200
- ✓ \$300: **Partner Credit**, to supplement co-operative advertising or event participation fees

SILVER 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

SILVER PARTNER NETWORKING BENEFITS:

- ✓ Pay by month Partnership fee option
- ✓ Tourism industry advocacy - FCTE will lobby on behalf of Silver Partners to improve business and tourism outcomes
- ✓ Queensland Tourism Industry Council regional membership
- ✓ New announcements and product launches included in FCTE e-newsletter
- ✓ 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

SILVER 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 Silver Partner
- ✓ Business name on FCTE Partnership Directory



