

# MARKETING PARTNERSHIPS

Catch some marketing through the Greater Des Moines Convention and Visitors Bureau and the Des Moines Area Sports Commission. Tap into the local market. Be a part of the growing travel industry in Des Moines. Create a custom package. Or make it easy with our already created packages. We'll hook you up with other Marketing Partners. And help market your business through e-newsletters. Social media. Website opportunities.

Co-op advertising. Event sponsorships. And the list goes on. It's time to catch some visitors and bring them to your business.



GREATER DES MOINES CONVENTION & VISITORS BUREAU  
DES MOINES AREA SPORTS COMMISSION

	SILVER \$400 (Annual agreement)	GOLD \$550 (Annual agreement)
Listing on <a href="http://catchdesmoines.com">catchdesmoines.com</a> in one category (company name, address, phone number, website link) • 800,000 unique visitors annually	■	■
Enhanced listing on <a href="http://catchdesmoines.com">catchdesmoines.com</a> including photos and 50-word description in two categories		■
Listing in publications in one category (company name, address, phone number, website) • <i>Planner's Guide</i> – 3,000 distributed annually • <i>Catch Des Moines</i> , Guide to Greater Des Moines – 285,000 distributed annually between two issues (Spring/Summer and Fall/Winter)	■	■
Enhanced listing in above publications in two categories including a 50-word description (description included based on category)		■
Access to the Convention Calendar	■	■
Listing on maps (when appropriate to visitor audience)	■	■
Brochure distribution (when appropriate to visitor audience) at the Visitor Information Kiosk at the Des Moines International Airport and at the Greater Des Moines Convention and Visitors Bureau office	■	■
Priority consideration for inclusion in Prize Promotion Giveaways	■	■
Opportunity for heightened event exposure through social media, television, radio and online promotion	■	■
Post special packages on <a href="http://catchdesmoines.com">catchdesmoines.com</a>	■	■
Receive the Partner e-newsletter	■	■
Featured in Restaurant and Wedding Guide (when applicable)	■	■
Mailing labels with all 870+ Greater Des Moines Convention and Visitors Bureau Marketing Partners' information (provided once a year)		■

## CORPORATE PARTNERSHIPS Investments start at \$2,500

As a Corporate Partner with the Greater Des Moines Convention and Visitors Bureau and Des Moines Area Sports Commission, you will be recognized as a strong supporter of promoting Des Moines as a vibrant, fun and affordable destination. Partnerships include all of the benefits of a Gold Marketing Partnership with additional exposure on [catchdesmoines.com](http://catchdesmoines.com), in our publications and at all of our events. Corporate Partnerships are flexible and customizable.

# DIGITAL & E-MARKETING

## E-NEWSLETTER ADVERTORIAL

Highlight your business with a short write-up and photo in any of our e-newsletters

- \$100/e-newsletter

## E-NEWSLETTER BANNER AD

- Partner E-newsletter - \$100/month or \$800/year  
Distribution: Monthly to 850 business subscribers
- Meeting & Event Planner E-newsletter - \$100/month  
Distribution: Quarterly to 2,000 industry representatives
- Sports E-newsletter - \$100/month  
Distribution: Bi-monthly to 1,300 industry representatives
- Group Travel E-newsletter - \$100/month  
Distribution: Quarterly to 1,200 industry representatives
- Weekly Planner - \$200/month or \$2,000/year  
Distribution: Weekly to 5,500 locals & visitors
- Visitor E-newsletter - \$200/month  
Distribution: Bi-monthly to 7,500 locals & visitors
- Arts & Culture E-newsletter - \$100/month  
Distribution: Bi-monthly to 600 arts & culture enthusiasts

CATCH  
DES MOINES



Catch a Broadway musical. Smooth jazz concerts. Hands-on science exhibits and African wildlife. Roller derby then hockey leagues. Action-packed basketball. Food tastings and art shows. Catch the vibe on the latest local events happening in Greater Des Moines.

## WEEKLY PLANNER - August 26, 2014

**Ninefall on the River: Grouplove & Portugal. The Man**  
August 27, 2014  
Simon Estes Riverfront Amphitheater, Downtown Des Moines  
Doors 6 p.m.; Show 7 p.m.  
Admission: \$30 advance  
[More...](#)

**Drake University vs. Grand View University Football Game**  
August 30, 2014  
Drake Stadium, Des Moines  
6 p.m.  
Admission: \$12 Adult; \$6 (ages 3-18)  
[More...](#)

**Hy-Yee Triathlon 2014**  
August 31, 2014  
Gray's Lake, Des Moines  
Admission: Individual \$99; Team Relay \$150

You came to play.  
2,000 SLOTS



## CUSTOMIZED E-BLAST

Spread the word about your offer, event or business. Sent to 1,200 business subscribers. Limited availability each month. Multiple e-blasts must be purchased in same transaction to receive pricing discount.

- \$200 for 1 e-blast/year
- \$300 for 2 e-blasts/year
- \$375 for 3 e-blasts/year
- \$50 for each additional
- \$30 design fee (HTML only) (includes up to 2 rounds of changes/proofs)

CATCH  
DES MOINES



BODY  
OF  
EMAIL

LINK 1  
LINK 2  
LINK 3  
[CATCHDESMOINES.COM](http://CATCHDESMOINES.COM)

## CATCH PROMO

Promote your business on the homepage of [catchdesmoines.com](http://catchdesmoines.com). Partner will provide copy, high-res photo and high-res logo. Greater Des Moines Convention and Visitors Bureau will design. Must secure ad space at least 2 weeks prior to run-date.

- \$200/month

## WEBSITE ADVERTISING

Feature your business with a digital ad on our website which receives 800,000 visitors each year.

Community Calendar Ad

- First tier ad - \$300/month; \$550/2 months; \$800/3 months
- Second tier ad - \$200/month; \$400/2 months; \$600/3 months

Featured Listing Ad

- Hotels - \$340/month
- Things To Do - \$190/month
- Restaurants - \$130/month
- All Others - \$115/month

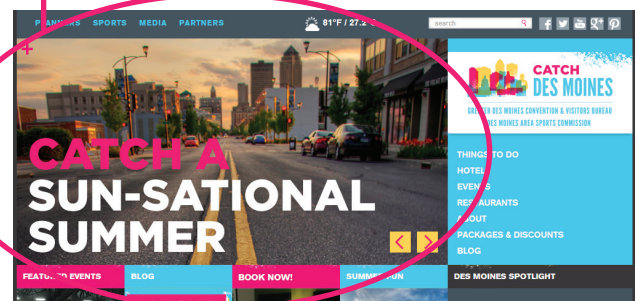
Spotlight Text Links - 5K Impressions - \$50/month

Run of Site Banner - \$250/month

Mobile Banner - \$150/month

Page Sponsorship - Varies by page - \$50-340/month

**See following pages for more information on website advertising**



# ADDITIONAL MARKETING

## DIRECT MARKETING

- Inclusion in Visitor Inquiry Packets - \$0.08-0.12 per piece
- Inclusion in Relocation Packets - price varies based on exposure

## PLANNER'S GUIDE LISTINGS

- Standard Listing - \$150
  - Company name, address, phone number and website in one category
- Enhanced Listing - \$225
  - Standard listings with 50-word description in two categories
- Additional category - \$75
- 50-word description - \$75

## CATCH DES MOINES GUIDE LISTINGS

- Standard Listing - \$150
  - Company name, address, phone number and website in one category
- Additional category - \$75

## CATCH CREW

Promotes Greater Des Moines and Greater Des Moines Convention and Visitors Bureau and the Des Moines Area Sports Commission Marketing Partners at local events

- Price based on exposure
- Based on availability

## catchdesmoines.com LISTINGS

- Standard Listing - \$100
  - Company name, address, phone number and website link
- Enhanced Listing - \$150
  - Standard listing plus a 50-word description and photo
- Posting Special Packages - \$100

## CATCH DES MOINES FUN PASS

Catch your ticket to fun in Greater Des Moines. Promote your deal or discount to the thousands and thousands of visitors to Greater Des Moines each year with our new Fun Pass!

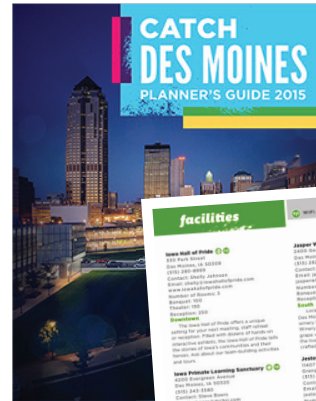
- Featured Partners (up to 6 each season) - \$1,500 & up (price based on exposure)
- Spring/Summer coupon - \$60
- Fall/Winter coupon - \$60
- Both seasons coupon - \$100

## STREET POLE BANNERS

- Banner - \$200/month

## ADDITIONAL MARKETING

- Mailing Labels - \$100
- Access to Convention Calendar - \$300
- Brochure Distribution - \$200
- Listing on Map - \$200



# EVENT SPONSORSHIPS

## CATCH DES MOINES RELEASE PARTY

**DATE:** Held bi-annually in Spring and Fall

**MARKETING INVESTMENT:** Price based on exposure

Showcase your business and network with Greater Des Moines Convention and Visitors Bureau and Des Moines Area Sports Commission Marketing Partners, business representatives and city officials.

## MARKET515

**DATE:** Held annually in late Fall/early Winter

**MARKETING INVESTMENT:** Price based on exposure

Annual event that allows attendees to learn about new media tools and marketing strategies and how they can impact their businesses and careers.

## ANNUAL CELEBRATION

**DATE:** Held annually in late Fall

**MARKETING INVESTMENT:** Price based on exposure

Celebrates the successes of Greater Des Moines, the Greater Des Moines Convention and Visitors Bureau and the Des Moines Area Sports Commission.

## CATCH DES MOINES CELEBRITY GOLF CLASSIC

**DATE:** Held annually in June

**MARKETING INVESTMENT:** Starting at \$250

Golf tournament to support the events brought to our city by the Greater Des Moines Convention and Visitors Bureau and Des Moines Area Sports Commission.

## PLANNER'S GUIDE LAUNCH

**DATE:** Held annually in January

**MARKETING INVESTMENT:** Price based on exposure

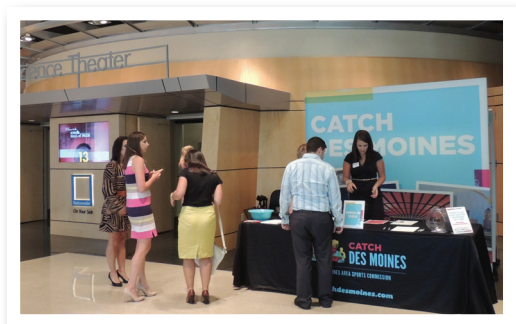
Annual event that unveils the new edition of the Planner's Guide and brings together meeting planners with suppliers, venues and caterers.

## PARTNER APPRECIATION EVENT

**DATE:** Held annually in the fall

**MARKETING INVESTMENT:** Price based on exposure

Market yourself to Greater Des Moines Convention and Visitors Bureau and Des Moines Area Sports Commission Marketing Partners as we say thank you for working with us year after year.



# catchdesmoines.com

## ONLINE ADVERTISING OPTIONS

Put your business in front of more than 800,000 unique visitors to [catchdesmoines.com](http://catchdesmoines.com) each year. This highly-targeted audience is looking for information on Greater Des Moines. Looking to spend their money on hotel rooms. Dining. Entertainment. Unique experiences. And corporate meetings and events. Catch new business and customers with these affordable and effective online advertising options.

**COMMUNITY CALENDAR AD**

Valley Junction Market/Music in the Junction  
4 p.m. - 8:30 p.m.  
@ Historic Valley Junction  
Learn more

### ONLINE ADVERTISING OPTIONS

**COMMUNITY CALENDAR AD**  
 First tier ad -  
 \$300/month  
 \$550/2 months  
 \$800/3 months  
 Second tier ad -  
 \$200/month  
 \$400/2 months  
 \$600/3 months

**FEATURED LISTING**  
 Hotels - \$340/month  
 Things To Do - \$190/month  
 Restaurants - \$130/month  
 All Others - \$115/month

**SPOTLIGHT TEXT LINKS**  
 5K Impressions - \$50/month

**RUN OF SITE BANNER**  
 \$250/month

**PAGE SPONSORSHIP**  
 Varies by page - \$50-340/month

**FEATURED LISTING**

THINGS TO DO  
 HOTELS  
 EVENTS  
 RESTAURANTS  
 ABOUT  
 DEALS & DISCOUNTS

**GREATER DES MOINES HOTEL**

SEARCH LISTINGS  
 By Category | By Location | Amenities Search

**Prairie Meadows Casino & Racetrack**  
 Region: East/Northeast  
 1 Prairie Meadows Drive  
 Altoona, IA 50009  
 Phone: (515) 967-1000 | Toll-Free: (800) 325-9015  
 Website

**Hyatt Place Des Moines Downtown**  
 Region: Downtown  
 418 6th Avenue  
 Des Moines, IA 50309  
 Phone: (515) 282-5555 | Toll-Free: (888) 492-8847  
 Website

**SPOTLIGHT TEXT LINK**

**SPOTLIGHT TEXT LINK**

**RUN OF SITE BANNER**

### CONTACT

Jen Lickteig | Greater Des Moines Convention & Visitors Bureau | (515) 699-3460 | [jen@catchdesmoines.com](mailto:jen@catchdesmoines.com)

# MARKETING PARTNER AGREEMENT

Please make a copy of the completed form for your records.

Business/Organization		Website Address	
Business Listing Name (as should appear in publications and on website)		Phone	Toll Free Phone
Primary /Listing Contact & Title	Email		Fax
Address	City	State	Zip
Billing Contact & Title (if different from above)	Email		Phone
Billing Address (if different from above)	City	State	Zip
Facebook account		Twitter account	

## MARKETING PARTNERSHIPS

- Silver Partnership - \$400
- Gold Partnership - \$550

- Silver Partnership - Non-profit/Multiple Property - \$200
- Gold Partnership - Non-profit/Multiple Property - \$275

**MARKETING PARTNERSHIPS TOTAL** \_\_\_\_\_

## DIGITAL & E-MARKETING

Please indicate below which Digital & E-Marketing options you are purchasing. See page 2 for choices.

\_\_\_\_\_

\_\_\_\_\_

**DIGITAL & E-MARKETING TOTAL** \_\_\_\_\_

## ADDITIONAL MARKETING

Please indicate below which Additional Marketing options you are purchasing. See page 3 for choices.

\_\_\_\_\_

\_\_\_\_\_

**ADDITIONAL MARKETING TOTAL** \_\_\_\_\_

## EVENT SPONSORSHIPS

Please contact me with more information about potential involvement in the following events:

- Catch Des Moines Release Party
- Annual Celebration
- Planner's Guide Launch
- Market515
- Catch Des Moines Celebrity Golf Classic
- Partner Appreciation Event

**TOTAL AMOUNT DUE \$** \_\_\_\_\_

## PAYMENT METHOD

**CREDIT CARD**  Visa  MasterCard Account #: \_\_\_\_\_ Security Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Cardholder: \_\_\_\_\_ Mailing Address: \_\_\_\_\_

**CHECK**  (Make checks payable to: Greater Des Moines Convention and Visitors Bureau or GDMCVB) **INVOICE ME**

## MARKETING PARTNER AGREEMENT

- Fees will automatically be renewed on an annual basis unless the Greater Des Moines Convention and Visitors Bureau is notified of your intent to cancel.
- Marketing Partner fees are deductible as a business expense, not as a charitable contribution.

Signature \_\_\_\_\_ Date \_\_\_\_\_

- I would NOT like to receive solicitations and mailings from other Greater Des Moines Convention and Visitors Bureau/Des Moines Area Sports Commission Marketing Partners.

# PLANNER'S GUIDE & WEBSITE CATEGORIES

**SILVER PARTNERS** - Choose one category • **GOLD PARTNERS** - Choose two categories

\* If you select "Restaurants," please be sure to select the correct subcategory. Additional categories are \$75 each.

## A

- ACCOUNTANTS
- ADVERTISING & PUBLIC RELATIONS
- AIRPORT
- AIRPORT PARKING
- AIRPORT TRANSPORTATION
- AMBULANCE
- AMUSEMENT PARKS
- ANIMAL BOARDING
- ANTIQUES & COLLECTIBLES
- AQUATIC CENTERS & WATER PARKS
- ART GALLERIES
- ASSOCIATIONS
- AUDIOVISUAL SALES & RENTAL
- AUTO DEALERSHIPS
- AUTO/TRUCK/VAN RENTAL & LEASE

## B

- BANKS
- BED & BREAKFASTS
- BEVERAGES
- BIKE RENTAL
- BOAT RENTAL
- BOUTIQUES
- BUS COMPANIES & MOTORCOACH SERVICES

## C

- CAMPGROUNDS
- CASINOS & GAMING
- CATERING
- CATERING - DESSERTS & TREATS
- CHAMBERS OF COMMERCE
- CITY/METRO BUS
- COMMUNICATION SERVICES
- COMPUTER - Internet Services
- COMPUTER - Networking
- COMPUTER - Rental
- CONCERTS & LIVE MUSIC
- CUSTOM PRINTED APPAREL

## D

- DECORATING & EXHIBIT CONTRACTORS
- DOG PARKS

## E

- EDUCATION
- ELECTRONICS & COMMUNICATION RENTAL
- ENTERTAINMENT - Entertainers & Performers
- EVENTS

## F

- FACILITIES
- FESTIVALS
- FILM & CINEMA
- FINANCIAL SERVICES
- FIREWORKS
- FLORISTS
- FUNDRAISING EVENTS
- FURNITURE

## G

- GALLERIES & EXHIBITS
- GARDENS
- GOLF COURSES
- GRAPHIC ARTS & DESIGN
- GROCERY STORES

## H

- HOME SERVICES
- HORSEBACK RIDING
- HOSPITALITY MANAGEMENT
- HOSPITALS & MEDICAL SERVICES
- HOTELS

## I

- ICE SKATING/HOCKEY
- INSURANCE SERVICES

## J

- JEWELRY & ACCESSORIES

## L

- LAKES
- LAW FIRMS & ATTORNEYS
- LIBRARIES
- LIGHTING & SOUND SYSTEMS - RENTAL
- LIMOUSINES
- LINEN RENTAL & EVENT DESIGN
- LITERARY ARTS

## M

- MARKETING SERVICES
- MEDIA
- MEETING & EVENT PLANNING SERVICES
- MOVIE THEATER
- MUSEUMS & CULTURAL ATTRACTIONS

## O

- OFFICE SUPPLIES, EQUIPMENT & FURNITURE
- OPERA & CLASSICAL MUSIC

## P

- PARKING
- PARKS & TRAILS
- PERFORMING ARTS/THEATER
- PHOTO BOOTH RENTAL
- PHOTOGRAPHY
- PRINTERS
- PROMOTIONAL & MARKETING PRODUCTS
- PUBLIC ART
- PUMPKIN PATCHES & CORN MAZES

## R

- REAL ESTATE SERVICES
- RECREATION & SPORTS FACILITIES
- RENTAL COMPANIES
- RESTAURANTS *Please select one subcategory*

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> American          | <input type="checkbox"/> Brew Pubs |
| <input type="checkbox"/> Barbecue          | <input type="checkbox"/> British   |
| <input type="checkbox"/> Bars & Nightclubs | <input type="checkbox"/> Buffet    |
| <input type="checkbox"/> Bistro            | <input type="checkbox"/> Burritos  |
| <input type="checkbox"/> Bosnian           | <input type="checkbox"/> Cajun     |

- Chinese/Asian
- Coffee & Tea
- Deli
- Farm-to-Table
- Fast Food
- Food Truck
- French
- German
- Gourmet Pizza
- Greek & Italian
- Irish

- Italian
- Japanese
- Mediterranean
- Mexican
- Mongolian
- Pizza
- Pub Fare
- Seafood
- Small Dish
- Steak & Chop
- Thai

## S

- SCRAPBOOKING/PAPERCRAFTING
- SECURITY SERVICES
- SHOPPING MALLS & DISTRICTS
- SIGNS, BANNERS & SHOWCARDS
- SOCIAL MEDIA MARKETING
- SPAS & MASSAGE
- SPEAKERS - EDUCATIONAL TRAINING
- SPEAKERS BUREAUS
- SPECIAL SERVICES
- SPECIALTY FOOD & DRINK
- SPECIALTY SHOPS
- SPONSORSHIPS
- SPORTING GOODS
- SPORTING FACILITIES
- SPORTS MEDICINE
- SPORTS TEAMS - PROFESSIONAL & AMATEUR
- STAGING

## T

- TAXI SERVICES
- THEATER & DANCE
- THINGS TO DO
- TOUR & SIGHTSEEING COMPANIES
- TRADESHOW DISPLAYS & GRAPHICS
- TRAIN RIDES
- TRANSLATION SERVICES
- TRANSPORTATION RESOURCES
- TRAVEL AGENCY
- TRAVEL SERVICES

## U

- URGENT CARE CLINICS

## V

- VIDEO PRODUCTION SERVICES

## W

- WASTE MANAGEMENT & RECYCLING
- WEB DEVELOPMENT
- WEDDING
- WELCOME CENTERS
- WINERIES, BREWERIES & DISTILLERIES
- WORSHIP

## Z

- ZOO