

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.



| | SILVER \$400 (Annual agreement) | GOLD \$550 (Annual agreement) |
|--|------------------------------------|----------------------------------|
| Listing on catchdesmoines.com in one category (company name, address, phone number, website link) • 800,000 unique visitors annually • Gold Partners receive additional category | ■ | ■ |
| Enhanced listing on catchdesmoines.com 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 | ■ | ■ |
| 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 Greater 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, 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/quarter
Distribution: Quarterly to 2,000 industry representatives
- Sports E-newsletter - \$100/bi-monthly
Distribution: Bi-monthly to 1,300 industry representatives
- Group Travel E-newsletter - \$100/quarter
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/bi-monthly
Distribution: Bi-monthly to 7,500 locals & visitors

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 PROMO

Promote your business on the homepage of 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
- Rotating ad \$400-\$500

Featured Listing Ad

- Hotels - \$350/month
- Things To Do - \$195/month
- Restaurants - \$150/month
- All Others - \$115/month

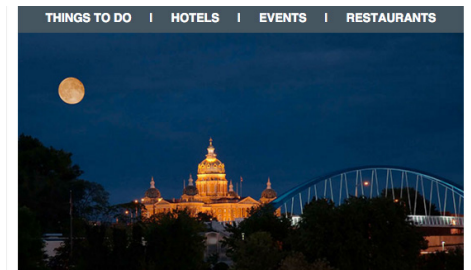
Spotlight Text Links - 7K Impressions - \$200/month

Run of Site Banner - \$400/month

Mobile Banner - \$150/month

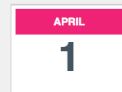
Page Sponsorship - Varies by page - \$100-315/month

See following pages for more information on website advertising.



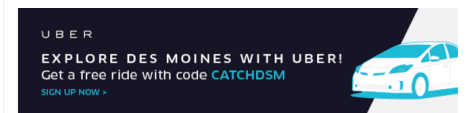
Weekly Planner - March 28, 2016

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.



Mixology Night: Lie, Cheat & Steal

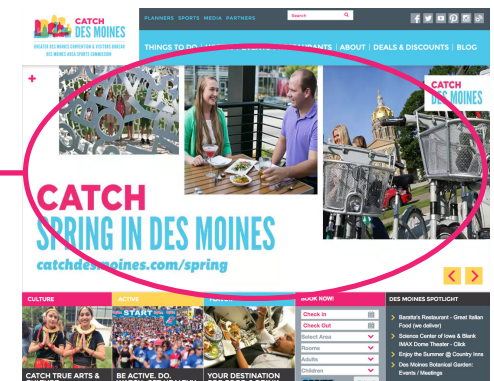
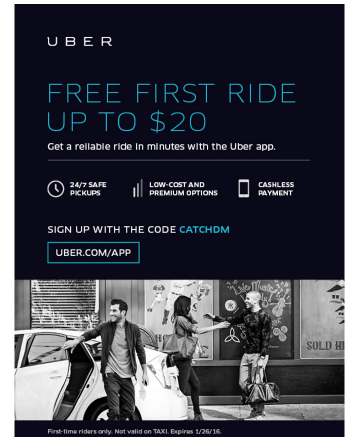
Friday, April 1
5:30 - 9 p.m.
Science Center of Iowa
Admission: \$5, Members Free
[More >](#)



CATCH DES MOINES

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

SPONSORED EMAIL



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.



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 |

- | | |
|--|--|
| <input type="checkbox"/> Chinese/Asian | <input type="checkbox"/> Italian |
| <input type="checkbox"/> Coffee & Tea | <input type="checkbox"/> Japanese |
| <input type="checkbox"/> Deli | <input type="checkbox"/> Mediterranean |
| <input type="checkbox"/> Farm-to-Table | <input type="checkbox"/> Mexican |
| <input type="checkbox"/> Fast Food | <input type="checkbox"/> Mongolian |
| <input type="checkbox"/> Food Truck | <input type="checkbox"/> Pizza |
| <input type="checkbox"/> French | <input type="checkbox"/> Pub Fare |
| <input type="checkbox"/> German | <input type="checkbox"/> Seafood |
| <input type="checkbox"/> Gourmet Pizza | <input type="checkbox"/> Small Dish |
| <input type="checkbox"/> Greek & Italian | <input type="checkbox"/> Steak & Chop |
| <input type="checkbox"/> Irish | <input type="checkbox"/> 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