

# Things To Do Campaign

Partner Investment | April 2020 – March 2021

## Partner Participation Opportunities

### 3 Levels of Investment

- All investment levels will receive matching funding
- All levels will be supported with a robust distribution schedule

1K

- Inclusion in monthly listicle of your offer or general description (listicle includes approx. 30 partners)
- 3-4 paid partnership spots available per guide  
*Limited spots available, first come first serve*
- Special graphic treatment for paid partners
- Pooled participation dollars model
- Multiple participation wave opportunities throughout the year

5K

- Inclusion in 1 curated local tips content guide
- 3 month in-market run time
- 4 guides in total to choose from includes Summer, Fall, Winter, Spring  
*Limited spots available, first come first serve*
- Pooled participation dollars model
- Multiple participation wave opportunities throughout the year

10K+

- Custom media schedule created specifically for your campaign objectives in mind, with a multi-medium approach (depending on partner objective, article or offer featured) as well as custom creative for your campaign
- Bonus inclusion in any monthly listicle throughout the year
- Scalable based on budget

**\*Content Note** - When developing paid partner content, Tourism Calgary develops articles, videos and stories aligned to our overall brand voice and campaign key messages. Tourism Calgary creates content for the destination's target markets, designing content to encourage a visitor to travel to Calgary or to add incremental experiences to their trip once in the destination. To ensure alignment with Tourism Calgary's voice and audience, content developed for partners in a paid capacity will have limited editing possibilities. Partners will receive content before it is published, and will have one round of revisions to provide feedback around factual errors or inaccuracies within a 72-hour timeframe. Positioning, diction, tonality, and style is at the discretion of Tourism Calgary.

### For Further Information Please Contact

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## 4 Participation Waves Annually

Forms for chosen wave participation can be submitted early.

### Wave 1

**opt-in deadline February 28, 2020**

Tier 1 | April, May, June Monthly Guides

Tier 2 | April – June Local Tips Guide

Tier 3 | April 6, 2020 Earliest Campaign In-Market Date

### Wave 2

**opt-in deadline May 11, 2020**

Tier 1 | July, August, September Monthly Guides

Tier 2 | July – September Local Tips Guide

Tier 3 | July 6, 2020 Earliest Campaign In-Market Date

### Wave 3

**opt-in deadline August 17, 2020**

Tier 1 | October, November, December Monthly Guides

Tier 2 | October – December Local Tips Guide

Tier 3 | October 5th, 2020 Earliest Campaign In-Market Date

### Wave 4

**opt-in deadline November 16, 2020**

Tier 1 | January, February, March Monthly Guides

Tier 2 | January – March, 2021 Local Tips Guide

Tier 3 | January 4th, 2021 Earliest Campaign In-Market Date