



MAY, JUNE, JULY BUY-IN FORM

Organization: _____ Contact Name: _____

Phone: _____ Email: _____

Options available based on budget range:

☐ **\$500 (3 partners per month) - Featured Event Listing** (Displayed on our events calendar on visitcalgary.com)

☐ May ☐ June ☐ July

☐ **\$1,500 (1 partner per month) - Facebook Contest** (Ran through Tourism Calgary Facebook channel)

☐ May ☐ June ☐ July

☐ **\$800 - Instagram Stories** (Ran through Tourism Calgary Instagram channel and includes 4-5 frames)

☐ May ☐ June ☐ July

☐ **\$1,500 (2 partners per month) - Featured Partner Newsletter** (Local or Regional)

☐ May (Local) ☐ June (Local) ☐ July (Local) ☐ May (Regional) ☐ June (Regional) ☐ July (Regional)

☐ **\$5,000 (1 partners per month) - Custom Instagram or TikTok Short-Form Video Content**

☐ May ☐ June ☐ July

☐ **\$3,000 (1 partners per month) - Dedicated Content Article**

☐ May ☐ June ☐ July

☐ **Sponsored Content Placements:**

☐ **100+ Things To Do In & Around Calgary Guide** ☐ **Calgary Attractions Guide** ☐ **Monthly Guide**

☐ **1st Placement - \$3,000 (inclusion in ad creative)** ☐ **2nd placement - \$2,000** ☐ **3rd placement - \$1,000**

☐ May ☐ June ☐ July

If you would like multiple sponsored content placements, please list them here:

Campaign Objectives (Sales, Awareness, etc):

Feature (What would you like to promote/highlight):

Deal (Are you able to provide any offer or discount?):

Total Investment Amount:_____

Signature:_____ Date:_____

NOTE: Schedules and efficiencies are based on available inventory in each market at the time of booking. Costs shown are gross and include media and creative/production fees GST not included. All creative will be produced in the style and format of the Tourism Calgary campaign. Payment administered only once a placement is complete – this ensures partners will only be billed for media that runs and removes the hassle of refunds.

Booking confirmations are by the 15th of the previous month before desired start date.

All partner assets/copy are required a minimum of 2-3 weeks before desired start date

Destination URL:_____

