

Tourism Calgary's Things to Do Campaign

April – December 2024



Campaign Highlights

- **Flexible placement options:** choose from our à la carte menu for maximum flexibility
- **Direct investment:** partner funds directly support media buys and ad distribution
- **Pooled partner funding:** combined partner investments for greater reach

Partner Buy-in Opportunities

Content + Paid Distribution*

- **Sponsored Content Placements | \$500 – 3K | 3 spots per article.**
 - Monthly Guide, 100+ TTD, Calgary Attractions Guide, Where to Eat in Calgary.
 - Prominent sponsored placement at the top of each article + paid distribution.
- **Dedicated Custom Article | \$3K | 1 spot per month.**
 - 1 custom article on visitcalgary.com + paid distribution.
- **Custom Instagram Reel / TikTok Video | \$5K | 1 spot per month.**
 - Posted on Tourism Calgary's Instagram account + paid distribution
 - 2 final short-form video assets provided to partner with full rights.

*Partner investment goes directly towards paid distribution. Tourism Calgary covers all asset development and agency and creative fees for the placements above.

Digital + Organic Distribution

- **Facebook Contest | \$1.5K | 1 spot per month.**
 - Posted on Tourism Calgary's Facebook page for 7 days and boosted with partner investment.
 - Bolster your subscriber lists with the option to add contestant opt-in to your newsletter.
- **Featured Partner in Newsletter | \$1.5K | 2 spots per month.**
 - Partner inclusion in monthly local or regional newsletter.
- **Instagram Stories | \$800 | 1 spot per month.**
 - Custom story produced by Tourism Calgary. Includes 3 to 5 frames.
 - Posted on Tourism Calgary's Instagram account for 24 hours.
 - Final assets provided to the partner.
- **Featured Event Listing | \$500 | 3 spots per month.**
 - Featured for 30 days on visitcalgary.com homepage + custom event landing page with full details and link to partner website.

How to Participate

An online opt-in form is submitted to secure partner participation during each wave. Placements are secured on a first-come, first-served basis.

visitcalgary.com/things-to-do-campaign-opt-in

Wave 1

Opens March 2024

Apr opt-in deadline: Mar 22, 2024

May opt-in deadline: Apr 15, 2024

Jun opt-in deadline: May 15, 2024

Wave 2

Opens May 15, 2024

Jul opt-in deadline: Jun 15, 2024

Aug opt-in deadline: Jul 15, 2024

Sept opt-in deadline: Aug 15, 2024

Wave 3

Opens August 15, 2024

Oct opt-in deadline: Sep 15, 2024

Nov opt-in deadline: Oct 15, 2024

Dec opt-in deadline: Nov 15, 2024

For more information, please contact:

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*Content Note – Tourism Calgary crafts articles, videos, and stories in line with our brand voice and campaign messages to engage target markets, inspiring travel to Calgary or enhancing visitors' experiences. Content provided to partners in paid capacities may have limited editing options, with partners receiving drafts for feedback within 48 hours for factual accuracy. Final decisions on positioning, tone, and style rest with Tourism Calgary.

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