

Partnership Packages

Become a Tourism Kingston Partner in one of two ways:

2010 OFFICIAL VISITOR GUIDE

By purchasing ad space in the Visitor Guide, you receive the Tourism Kingston Limestone Package as an added bonus! For advertising rates and availability, please call Kingston Publications at 613-549-8442.

OR DIRECTLY THROUGH TOURISM KINGSTON:

LIMESTONE PACKAGE\$350

- Enhanced Web Listing
- Brochure Racking at the Visitor Centre

ADDITIONAL MARKETING OPPORTUNITIES

SIR JOHN A. MACDONALD\$2625

- Leads Program
- Scroll board signage at VIA Rail
- Direct Dial Line at the Visitor Centre
- Revolving Web Banner on www.kingstoncanada.com
- Scroll Board Signage on Ontario Street (Street Side)

FIRST CAPITAL PACKAGE\$1625

- Leads Program
- Direct Dial Line at the Visitor Centre
- Revolving Web Banner on www.kingstoncanada.com
- Scroll Board Signage on Ontario Street (Park Side)

HERITAGE PACKAGE\$625

- Leads Program
- Direct Dial Line at the Visitor Centre
- Revolving Web Banner on www.kingstoncanada.com

A LA CARTE OPTIONS

- Scroll Board Signage at Kingston Airport\$750
- Revolving Web Banner\$200
- Leads Program\$200

Your Tourism Kingston Team



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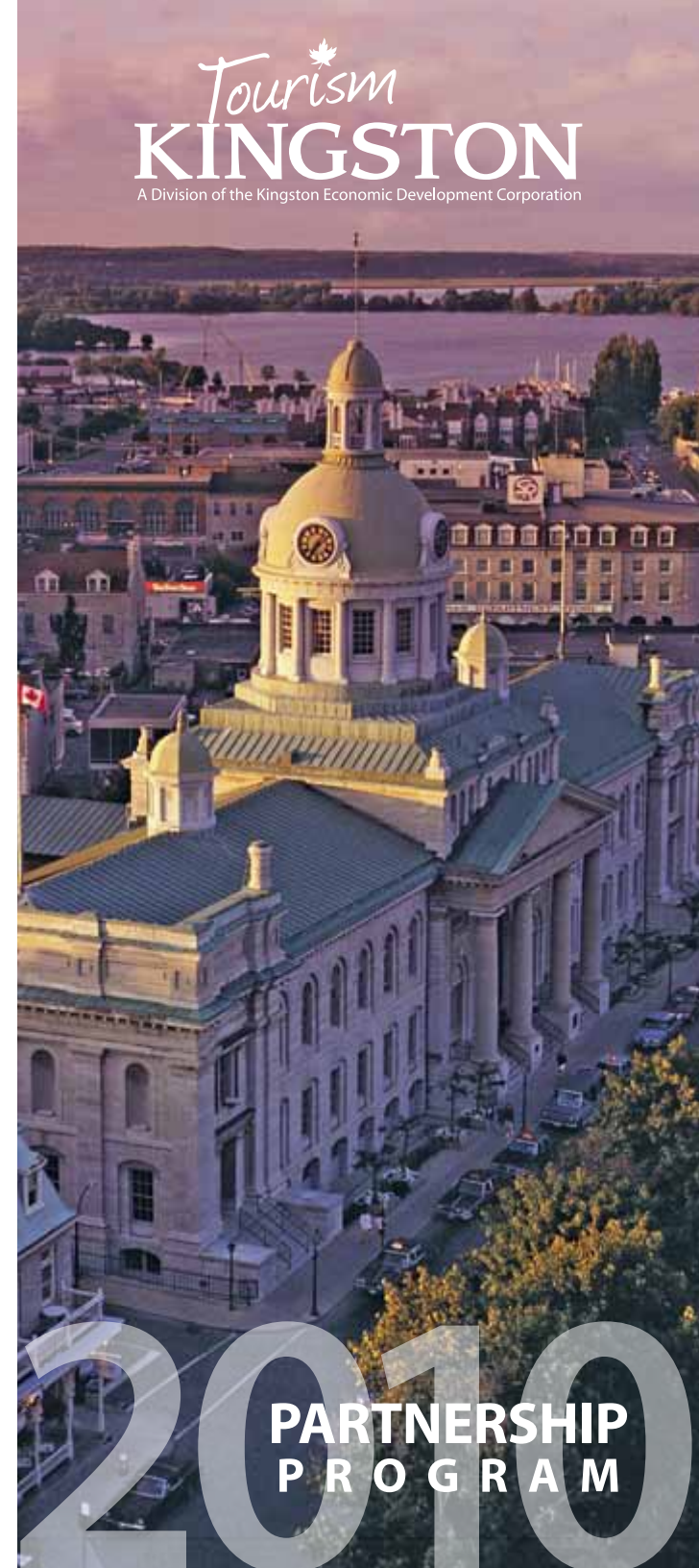
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Enhanced Web Listing

Your web listing provides visitors with a snapshot of your business' key information including:

- Business Logo Display
- Three full colour images
- Email Link
- Interactive, searchable maps
- Hours of operations
- Business Description Box
- Itinerary Planning Tool
- Visitor Value Program

If you don't currently have a website for your business, this is a great way to get your information online!

Annual Brochure Racking

Have your company brochure racked at two Visitor Information Centres. With nearly 300,000 visitors through these doors annually, it is a must-have investment. Our Visitor Services staff monitor the quantity of brochures on hand and will notify partners for restocking as required.

Ask us about discounted rates for rack card production!

Direct Dial Convenience Line

A direct dial convenience line is in place at the busy, downtown Visitor Information Centre. Visitors are able to directly dial your place of business by pressing just one button (limit one line per Partner).



Leads Program

Tourism Kingston partners can specifically target and attract business through a number of different trade show qualified leads. It opens the door to representation at key industry trade shows and gives you the opportunity to follow up personally with leads list contacts. You will also have the ability to meet and host group travel executives and destination decision makers during organized Familiarization Tours. Getting involved with this program is great way to expand shoulder and off-season business to people in the Travel Trade, Meetings and Conferences, Sport Tourism and Travel Media sectors of tourism.

In 2009, Tourism Kingston had representation at four Travel Trade shows, four M&C, a Sport Tourism conference, Media trade show, hosted Media Familiarization Tours and eleven foreign media visits.

Scroll Board Signage at VIA and Airport*

VIA RAIL: A backlit 30" X 48" full colour panel scrolling display unit is located in a strategic, high traffic area.

KINGSTON AIRPORT: An average of 250 passengers pass through Kingston Airport PER DAY - which translates to over 80,000 passengers per year. The scroll board signage is located directly above the baggage claim for maximum exposure.

* Price does not include design and development



Revolving Web Banner

Get a little extra exposure for your business through a revolving web banner box. Your logo will be highlighted for eight seconds and will be hyperlinked to give the visitor a direct link to your business' website. The banner box will be featured on at least seven core Tourism Kingston website pages for maximum exposure.

Ontario Street Scroll Board Signage*

This backlit 30" x 48" full colour panel scrolling display unit has two panels facing Ontario Street, one panel facing Confederation Park and one facing the Visitor Information Centre. The location of this eye-catching unit takes advantage of both the numerous events taking place in downtown Kingston and the Visitor Information Centre where many visitors come to plan their stay in Kingston. Its location is along a major traffic corridor with thousands of cars passing by daily.

Tourism Kingston Partners also receive:

- Opportunities to participate on working committees
- Cooperative advertising opportunities
- Invitations to networking events
- Opportunities to showcase your business through familiarization tours
- Monthly Tourism newsletters
- Labour market and business development support
- Industry news updates
- Recommendations by our Tourism Ambassadors
- Attraction and Investment