

2020-21 MUDGEE REGION TOURISM

Partnership Program

Due to the significant impact COVID-19 is having on our local tourism industry, Mudgee Region Tourism has prepared alternative Partnership Packages + Payment Plans for the 2020-21 financial year.

We remain committed to supporting our partners through the downturn and preparing the destination in readiness for rebound on the other side of this global crisis.

OUR COMMITMENT DURING THE DOWNTURN

- ★ Continue to activate our **Crisis Communications Strategy + Action Plan**
- ★ **Ready for Rebound Partner Support Program:** regular communications including funding and grant opportunities, investment in online industry development training initiatives, business support activity, development of new destination website, develop new marketing collateral and a major digital rebound Feel the Love campaign, DMP action list prioritising and business plan
- ★ **Feel the Love Virtually:** digital campaign designed to support partners' current offering to locals and (where appropriate) those further afield with a microsite, social media campaign, media outreach and local radio campaign
- ★ **2020-21 Partnership Program:** design a suitable alternative to traditional partnership packages, in consideration of pricing model, inclusions and payment plans

HOW DO I SIGN UP?

- > Go to www.visitmudgeeregion.com.au
- > Read Terms + Conditions
- > Complete online form
- > Choose payment preference[^]
- > Receive invoice

NEED ASSISTANCE?

Contact us Monday to Friday 9am to 5pm

partners@visitmudgeeregion.com.au

02 6372 1020

PARTNER PRIVILEGES

All partners will receive access to the following benefits

- ★ Exclusive access to Mudgee Region Tourism Partner Facebook group, for regular updates + to connect with partners to amplify collaborative efforts + local business support
- ★ Member News e-newsletter for industry insights, webinar/online training invitations, partner workshops, funding + grant info, partner opportunities, media updates + more
- ★ Opportunity to advertise with print + digital solutions
- ★ 'Proud Partner of Mudgee Region Tourism' digital banner
- ★ Tap into promotion + ticketing solutions for events, tours and merchandise
- ★ Virtual business networking, includes live Zoom Business Speed Dating sessions, recorded and shared with all partners
- ★ Potential to sell retail product at Mudgee Visitor Information Centre (including online gift hamper inclusions of local produce)
- ★ Discounted stallholder opportunities (when events are enabled)
- ★ Mudgee Region Magazine + website business directory listing
- ★ Invitation to Annual General Meeting
- ★ Grant and Awards application guidance + support
- ★ Access to a variety of skilled staff with marketing + visitor experience expertise

[^] Mudgee Region Tourism has engaged the services of an external debit agency to facilitate payment plans for those eligible. Fees may apply. All partners agree to consider full terms and conditions outlined on our website. Direct deposit payments do not incur a fee, however a 1.21% surcharge applies to all credit card transactions.

Membership Packages

	PLATINUM	GOLD	SILVER	BRONZE	BASIC
NEW Annual Fee	\$4,500	\$3,000	\$1,500	\$650	\$270
PAYMENT PLAN 20% deposit by 29 May <i>plus</i> 24 weekly payments from 01 November	\$900 \$150	\$600 \$100	\$300 \$50	\$130 \$22	- -
PARTNER PRIVILEGES All partners benefit, refer previous page	✓	✓	✓	✓	✓
Virtual familiarisations Partners to submit 15-min video tour	✓	✓	✓	✓	✓
Ready for Rebound Partner Support Program COVID-19 downturn: Feel the Love Virtually campaign, regular comms including funding + grant opportunities, tourism industry impact + updates, virtual industry development training initiatives, creative consults + business support, new destination website, refreshed marketing collateral + major rebound Feel the Love campaign, DMP action list commencement	✓	✓	✓	✓	✓
Mudgee VIC brochure display Once re-opened	✓	✓	✓	✓	✓
Magazine business listing*	✓	✓	✓	✓	✓
Webpage visitmudgeeregion.com.au	✓	✓	✓	✓	-
Feel the Love rebound campaign Digital campaign partner eligibility	✓	✓	✓	✓	-
Online bookable product functionality + promotion option**	✓	✓	✓	✓	-
Magazine advertisement***	HALF PAGE OR 2x QTR PAGE	QUARTER PAGE	EIGHTH PAGE	-	-
Mudgee Region Z-Card map pin + listing* Plus NEW mobile version	2x PINS	1x PIN	1x PIN	-	-
Website advertisement Feature tile to promote your business on home page + across all webpages for one month	PRIORITY POSITION	✓	-	-	-
Monthly subscriber email (eDM) advertisement 22K+ subscribers, one issue promotion	✓	✓	-	-	-
Mudgee VIC wine sales eligibility Where applicable, once VIC re-opens + online hamper sales	✓	✓	-	-	-
Additional FREE Bronze Membership For an additional business or primary business listing in second category	✓	✓	-	-	-
Social Media native post Across Mudgee Region channels, 32K+ followers	✓	-	-	-	-
Mudgee VIC window display + subscriber competition Once re-opened (subscriber competition continues through downturn)	✓	-	-	-	-

Pricing above is exclusive of GST

PLEASE note

- ★ Members may choose to pay upfront or select the Payment Plan Option (20% deposit by 29 May plus 24 weekly instalments from 01 November)
- ★ 10% saving on additional equivalent or lower tier membership for multi-business promotion, same owner
- ★ Payment Plans: DebitSuccess one-off \$12 admin set-up fee applies + \$14.95 insufficient funds fee
- ★ Sponsorships will be discussed on a case-by-case basis

* Must secure partnership by print deadline to be included in print advertising and business directory listing

** Bookable Product accessible via 123Tix + V3, commission fee applies

*** Template ad, or own artwork permitted in Platinum Membership only