

GATEWAY CITY PROGRAM



THE GREAT AMERICAN WEST.®

IDAHO · MONTANA · NORTH DAKOTA · WYOMING · SOUTH DAKOTA

BASE-LEVEL GATEWAY CITY PARTNERSHIP*: \$10,500

**Must purchase base-level partnership for inclusion in Gateway City Program*

- Access to overseas representatives
- Communication & market updates
- Availability for ad hoc projects (subject to 30% RMI fee)
- Prioritization in itinerary development
- Featured in training presentations
- Gateway is being pitched and has option to participate in individual trade and media fam tours. RMI will facilitate coordination of fam and follow-up of results.

Additional Benefits a la Carte:

Website

- Editorial listing on 8 GAW websites, with translated copy and a dedicated link in the main menu
- Airport page feature
- Advertorial within relevant GAW itinerary/itineraries

\$3,500

Social Media

- 1 social media post per quarter across all (9) GAW pages
- Post will be translated, rep will interact with consumer postings and reporting will be provided

\$4,200

Quarterly Newsletter

- Submit content for the GAW quarterly newsletter and online blog
- Link to Gateway web listing in each in-market newsletter

\$7,000

Newsletter Advertorial

- Gateway City may pay for guaranteed coverage in one quarterly newsletter per year to ensure content is in every market newsletter that quarter

\$3,500

Reporting

Quarterly Reports (4)

\$10,500

Monthly Media (12)

\$7,000

TRIP Report (1)

\$3,500

Annual Report (1)

FREE!

Leads (# varies)

FREE!

Activities Recap (1)

FREE!

IRU Premium Registration

- IRU registration for two attendees
- Access to 4 exclusive tour operator networking events
- Option to host IRU pre-fam

\$1,500

Added Value

- Summit Meeting: Attendance for two
- Material Distribution: Distribute materials (shipping costs not included) at GAW-approved international marketing events

FREE!

QUESTIONS? PLEASE REACH OUT: www.RMIMarketing.com | info@rmimarketing.com | (307) 637-4977

The Great American West Gateway City program is serviced by RMI

Website



Market your destination directly to international trade and consumers on the GAW website network. A dedicated landing page will be built on eight in-market GAW websites, promoting your destination through translated copy, photos, videos and social links.

Social Media



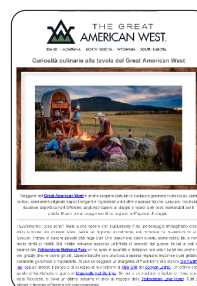
Inspiration is key! Craft a message that promotes your destination with photos, videos and links to your website, and we translate that message and blast it across every dedicated GAW Facebook page to 170,000+ followers and growing!

Quarterly Newsletter



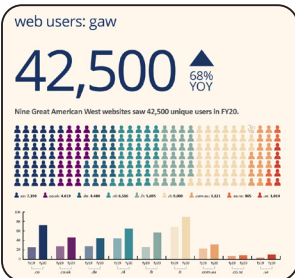
Reaching out to nearly 10,000 B2B professionals (tour operators, travel agents, media, etc.) four times per year keeps your brand top of mind and increases the likelihood of your product being included in new itineraries and promotional efforts.

Quarterly Newsletter Advertorial



Keep the trade up-to-date on activities and special events in your neck of the woods with guaranteed coverage in the GAW quarterly newsletter. Submissions are always shared on the GAW online blog, but this benefit ensures it will be in each in-market newsletter too.

Reporting



Quarterly updates offer information on new product; campaign updates; key trends and meeting highlights; and web, newsletter, social and distribution statistics. Your customized TRIP Report provides product offerings and overnight booking data. These two reports combined with monthly media tracking, an annual recap, annual website and social media reporting and sales mission leads reports let you track your progress and prove your international marketing ROI.

IRU Premium Registration

In just two days of pre-scheduled appointments, over 80 suppliers are guaranteed to meet nearly 50 buyers from more than 10 countries. Registration for up to two participants is covered, PLUS exclusive access to all trade networking events and attendance at the annual GAW Summit Meeting.



Added Value



Have your travel guides and maps distributed across the globe with this special material distribution benefit. Consider working with us to translate your materials into German, Italian, French, Dutch, Norwegian and many other languages to increase their effectiveness.