



KINGSTON

2024

# *TARGETED MARKETING AND NETWORKING OPPORTUNITIES*

In addition to regularly showcasing our tourism partners through stories, campaigns, and media pitches as opportunities arise, Tourism Kingston also offers targeted programs to increase your public profile to a variety of audiences, from Kingston visitors to couples planning a wedding to professionals in the business event, sport, and travel trade sectors.

These programs allow our tourism partners to choose how and where they would like their business or event to be featured.

# ENHANCED PROFILE PROGRAM

## Visitor Information Centre

Every year, Tourism Kingston's Visitor Information Centre welcomes more than 50,000 people through its doors from across Canada and the world. We assist guests with itinerary planning and encourage them to extend their stay in Kingston.

We also support our local partners in promoting their products and programs through enhanced profile opportunities. The next enhanced profile program runs from May 1, 2024 to April 30, 2025.

## Visitor Information Centre brochure racking

**\$500 + HST annually**

Visitor Information Centre brochure racking is a great way to engage visitors and staff in conversations about your business. Most guests head directly to the brochure wall when entering the Visitor Information Centre.

- // Brochures provide visitors with a visual reminder that yours is a must-see destination in Kingston
- // Brochure racking is organized by sector and arranged alphabetically to better assist our visitors
- // Staff track the brochure racking program and inform partners when supplies are running low
- // Brochures/rack cards are produced and provided by the partner to the Visitor Information Centre

*This program is geared to tourism industry partners.*

## Enhanced brochure racking

**\$650 + HST annually**

Take advantage of Tourism Kingston's strategically placed brochure racks and staffed booths at key locations citywide.

This package includes Visitor Information Centre brochure racking, plus:

- // Brochure racking at community locations managed by Tourism Kingston. Placement is rotated and based on available space.
  - INVISTA Centre
  - Portsmouth Olympic Harbour
  - Kingston Airport
- // Inclusion at Tourism Kingston-staffed booths, such as Kingston Penitentiary Tours (peak season only) and sporting events.

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## Enhanced racking and digital ad package

**\$900 + HST annually**

- // Double your visibility by combining two options:
  - Extend your reach by combining enhanced brochure racking with a static ad featured on two 43" display screens at the Visitor Information Centre, strategically placed to capture the attention of your potential customers entering the centre.
  - Partner ads rotate on a schedule and show an average of 10 times per hour (average of 120 showings per day during peak season)
  - Promotions, specials, packages, and designs can be updated once per month for the duration of the program
  - Graphics are produced and provided by the partner

*This program is geared to tourism industry partners.*

## Premium profile package

**\$950 + HST annually**

This package includes the enhanced brochure racking and digital display ad plus:

- // A 15-second video on the display screen at the Visitor Information Centre for additional public engagement.  
Video may be updated monthly, providing the opportunity for 12 different ad units over the year.

*This program is geared to tourism industry partners.*

Contact **André Soucy** at [andre@tourismkingston.com](mailto:andre@tourismkingston.com) to explore your options in the enhanced profile program.

## SALES PARTNERSHIP OPPORTUNITIES

Connect with potential clients globally at sales trade shows and missions.

### Sales trade show presence

#### Business Events

1. Canadian Meetings & Events  
Expo - \$1,000 +HST
2. Tête-à-Tête - \$450 +HST

#### Travel Trade

1. American Bus Association
  2. Ontario Motor Coach Association
  3. Student & Youth Travel Association
- All options - \$350 +HST

#### Sport and Wellness

- Sport Tourism Congress  
- \$500 +HST

Maximize potential business by accompanying Tourism Kingston sales staff on a targeted travel trade, business event, or sport tradeshow in 2024.

- // Exclusive face-to-face time with qualified planners and tour operators
- // Access to all social networking events as well as pre- and post-event activities

*Opportunities and additional travel costs depend on available events.*

Contact **Ted Robinson** at [ted@tourismkingston.com](mailto:ted@tourismkingston.com) for business events; **Lindsay Macedo** at [lindsay@tourismkingston.com](mailto:lindsay@tourismkingston.com) for sport and wellness; and **Noëlle Piché** at [noelle@tourismkingston.com](mailto:noelle@tourismkingston.com) for travel trade opportunities.

### Threshold 360

**\$350 + HST (new partner or annual renewal)**

Attract the attention of meeting planners and groups with a professional and engaging virtual 360-degree tour of your property or attraction. For renewing partners, includes opportunity for updated video content capture.

Contact **Ted Robinson** at [ted@tourismkingston.com](mailto:ted@tourismkingston.com).

### Jonsview Tariff full-page ad

**\$500 + HST**

Connect with customers of Jonview, Canada's leading inbound tour operator, as part of our full-page print and digital Kingston ad.

Contact **Noëlle Piché** at [noelle@tourismkingston.com](mailto:noelle@tourismkingston.com).



# MUSIC PARTNERSHIP OPPORTUNITIES

Tourism Kingston's Music portfolio offers a number of unique partnership opportunities, designed to enhance creatively minded businesses while supporting the local music scene.

## Music matching

Looking to include music in your next event? Kingston offers an extensive directory of local musicians, DJs, composers, and music industry professionals. Free introductory consultations are available to assess needs, with additional assistance and event coordination provided at a nominal fee.

## Sponsor a musical event

### \$500 + HST per event

A thriving hub in Kingston's Inner Harbour, The Broom Factory serves the music, film, and design communities. Event sponsorship provides valuable support to the music community and valuable marketing opportunities for your business.

- // Opportunity to provide marketing materials to audience members
- // Complimentary tickets to the event for your staff (up to 10)
- // Opportunity for VIP meet & greet experience with headlining artists
- // Early admission to the concert
- // Additional social media mentions to advertise the event

## #YGKeys partnership

In the Key of Kingston (or #YGKeys) is a public art project that places pianos in public spaces for everyone to enjoy. In The Key of Kingston encourages the spirit of creativity in our community.

We invite community partners to continue to grow this exciting initiative, which fosters artistic support, while also bringing positive attention to your business or organization.

### Forte - \$5,000 + HST

- // Delivery of an upright outdoor piano, painted onsite
- // Artists fees + materials; theme selected by partner
- // Promotional acknowledgement on Visit Kingston music website

### Mezzo - \$10,000 + HST

- // Same perks as above
- // Organized performance opportunity to unveil the painted piano
- // Additional social media mentions to advertise the event
- // Artist fees associated with performance opportunity

Contact **Maira Demorest** at [maira@tourismkingston.com](mailto:maira@tourismkingston.com) to explore your options.

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# WEDDINGS IN KINGSTON

Tourism Kingston offers a microsite promoting Kingston as a destination for weddings: [visitkingston.ca/weddings](http://visitkingston.ca/weddings).

Showcasing both wedding services and venues, this site receives almost 80,000 visits annually. Free listings are available on this site, with additional promotion on the website and social media for paying partners at three levels: basic, enhanced, and premium. In addition, we offer a Weddings in Kingston campaign in our target markets of Toronto, Ottawa, and Montreal (May through December), which offers additional profile for our Enhanced and Premium partners.

Contact **Ashley Bradaw** at [ashley@tourismkingston.com](mailto:ashley@tourismkingston.com) to explore your options in the Weddings in Kingston program

Free	Basic – \$750 + HST	Enhanced – \$2,500 + HST	Premium – \$3,500 + HST
<ul style="list-style-type: none"><li>// Business description with address, phone number, email, website or social link, and one photo or logo</li></ul>	<ul style="list-style-type: none"><li>// Business description with address, phone number, email, website link, social links and photo gallery</li><li>// One featured callout on <a href="http://visitkingston.ca/weddings">visitkingston.ca/weddings</a></li><li>// One organic pin on Pinterest</li><li>// One organic post on Instagram</li></ul>	<ul style="list-style-type: none"><li>// Business description with address, phone number, email, website link, social links and photo gallery</li><li>// One featured callout on <a href="http://visitkingston.ca/weddings">visitkingston.ca/weddings</a></li><li>// One organic and one promoted pin on Pinterest</li><li>// One organic and one sponsored post on Instagram</li><li>// One feature in Weddings email</li><li>// One feature in GDN Skyscraper ad</li></ul>	<ul style="list-style-type: none"><li>// Business description with address, phone number, email, website link, social links, photo gallery, and video</li><li>// One permanent callout on <a href="http://visitkingston.ca/weddings">visitkingston.ca/weddings</a></li><li>// One vendor spotlight article</li><li>// One vendor listicle</li><li>// Two organic and two promoted pins on Pinterest</li><li>// Two organic and two sponsored posts on Instagram</li><li>// One <a href="http://visitkingston.ca">visitkingston.ca</a> ad for one month</li><li>// One feature in Weddings email</li><li>// Two features in GDN Skyscraper ad</li><li>// One one-hour on-site photo shoot</li></ul>