

Ontario's Southwest PARTNER OFFER INVITATION

Ontario's Southwest (OSW) invites you to participate in our upcoming Beer, Wine & Culinary (BWC) and Waterfront Campaigns for 2017. Offers will be published on OntariosSouthwest.com and traffic will be pushed to these offers with multi-channel digital campaigns.

The target markets for these campaigns are nearby US States, Michigan, Ohio, and Western New York, the GTA, and Southern Ontario markets outside of Ontario's Southwest. The BWC campaign will be in market year-round and the Waterfront campaign will be in market from June to November of this year.

Questions should be directed to JT Uppal at 519-290-8687 or jt@swotc.ca.

How You Can Participate

An integral part of the campaign is the call-to-action to the consumer in the form of tourism offers that will be promoted on OntariosSouthwest.com and linked to the operator's website for fulfillment. We are looking for you, the tourism operator, to supply these offers and deals for inclusion in this campaign.

We encourage you to participate, at no cost to you, and to leverage this investment to help drive traffic to your business.

To participate please complete the attached Partner Offer Contract and offer submission form (Excel). If needed, please include any further information consumers may require to book the offer.

Participation Guidelines

Each industry partner will be permitted to submit up to 5 unique offers for inclusion in the campaigns. We encourage you to review any existing offers you may have that represent your 'best bets' for consumers and we also encourage you to look to develop new offers and packages for the campaign that incorporate partners from other areas of the region. Offers received will be profiled on OntariosSouthwest.com and possibly within e-blasts and other marketing tactics. Offer submissions must include a complete submission form (Excel document), a high-res photo and a signed Partner Offer Contract.



Please email all completed forms to jt@swotc.ca using the name of your organization in the subject line or mail to:

Southwest Ontario Tourism
Corporation
842 Nellis Street
Woodstock, ON
N4S 4C3



Offer Suggestions

- Partner offers should be designed to encourage travel purchase and extended stays.
- Submit new offers or offers and packages that are already in market or that you have had success with in the past.
- Offers can incorporate a discount, a gift with purchase, limited time opportunities, buy one get one pricing, exclusive experiences, pre-sales, etc.
- Your offer may also come in the form of a package where multiple products are incorporated into a single purchase - either within your own business or in partnership with others.



Offer Criteria

- Offers must be represented on a website (other than **www.ontariosouthwest.com**) where the consumer can fulfill the offer. You must provide us with the URL which we will direct interested consumers from the campaign site to your website. Your website must allow for online booking of the offer and/or a telephone number at which the transaction can be completed.
- Your URL must contain all details/disclaimers related to the offer. Accommodation offers and packages must outline specific details regarding occupancy rates and requirements.
- Offers must be available for purchase and/or redemption on your site as per the dates indicated on the campaign offer forms; no changes to the offer details you provide will be made on the site during the course of the campaign, however a disclaimer regarding 'seasonal rates may apply' will be included with your package details and restrictions (e.g. black out dates) can be included with your details or offered on your website.
- Prices will be represented in Canadian funds.
- **In order for your offer(s) to be included in the campaign, you will be required to track and report on number of offers booked from inquiries originating from the campaign.**

Tips and Resources

- Ensure your offers are easy to book, leading consumers down a clear path to booking/buying increases your sales.
- Ensure offer details are clearly stated in the offer.
- Make your offers stand out with great value.
- Visit **www.swotc.ca/marketing/current-marketing-opportunities** for information about our past offer program.

PARTNER OFFER CONTRACT

Please complete and submit this form electronically to jt@swotc.ca along with your offers on the Excel spreadsheet.

Offer Information

*Please provide offer details on the Excel spreadsheet. When submitting, please rename the file to your company name. This Excel document will become part of this offer submission form and contract.

Photo

Please email/upload high-res photos to jt@swotc.ca. Please insert your operator name and package name in the subject line.

Terms & Conditions

*By completing and submitting this form, our organization agrees that the offer details listed above are accurate and will be included on the website indicated on the Excel submission form. I understand that this offer must be available for purchase and/or redemption as per the campaign timeline indicated, at the listed URL. **Our organization will provide tracking of campaign response to the SWOTC team including number of offers booked as a result of traffic from the campaign.***

Partner Information (please print)

Operator Name (as it will appear with offer)

Contact Name (for internal use only, will not be published)

Contact Email (will not be published)

Contact Phone (will not be published)

Date

Authorized Signature



Ontario's
Southwest
Shaped by nature

PARTNER OFFER
INVITATION

EMAIL all forms to jt@swotc.ca. Please use your organization name in the subject line.

