



# Glacier Country Partnership Rate Card

Western Montana's Glacier Country offers a flexible partnership structure designed to benefit more businesses than ever. Any business within the Glacier Country region is eligible for a complimentary BASIC PARTNERSHIP. Upgrade to a SIGNATURE PARTNERSHIP to take advantage of many more exclusive benefits designed to promote your business and reach more potential visitors.

# BASIC PARTNERSHIP BENEFITS

Basic Partnership is available to any business in the Glacier Country region at **no cost**. Benefits include:

#### + BASIC WEBSITE LISTING

Text-only listing with business name, phone, address and live website link on *GlacierMT.com*.

## + CALL CENTER REPRESENTATION

Representation by travel counselors in more than 200,000 responses to phone and internet inquiries a year.

#### + BASIC PARTNER CENTER ACCESS

Access to basic functionality:

- + Edit your basic listing
- + Submit events
- + Order bulk travel guides
- + Access to partner badges and trade show leads
- + Knowledge center

# + GLACIER COUNTRY CONSUMER AND B2B BLOG

Opportunity to be featured in weekly consumer and biweekly business-to-business posts on *Blog.GlacierMT.com* and *B2B.GlacierMT.com*.

#### + EVENTS

Ability to add events on GlacierMT.com.

#### + PARTNER BADGES

Ability to display the Western Montana's Glacier Country partner badge with backlink on your website and digital materials to add credibility and SEO benefits.

#### + A LA CARTE ADVERTISING OPTIONS

Partners of any level have exclusive opportunities not available elsewhere. See the A La Carte Advertising chart for details and note Basic Partner pricing.

# + FREE TRADE SHOW LEADS

Lodging facilities have free access to all leads generated from travel trade shows—tourism gatherings that connect travel brands with tour operators, free independent travelers (FIT) and meeting planners from all over the world.

Basic Website Listing

#### **Polson Bay Golf Course**

- 111 Bayview Drive Polson, MT 59860
- 406.883.8230
- Visit Website

# PARTNERSHIP COMPARISON

PARTNERSHIP BENEFIT	FREE BASIC PARTNERSHIP	\$250/YEAR SIGNATURE PARTNERSHIP*
Basic Website Listing	V	
Partner Badges	<b>✓</b>	<b>✓</b>
Event Listings	<b>✓</b>	<b>V</b>
Partner Center Basic Access	<b>✓</b>	<b>✓</b>
Call Center Representation	<b>✓</b>	<b>V</b>
A La Carte Advertising Opportunities	<b>✓</b>	<b>✓</b>
Free Trade Show Leads	<b>✓</b>	<b>✓</b>
Glacier Country Consumer and B2B Blog	<b>✓</b>	<b>✓</b>
Partner Center Full Access		<b>✓</b>
Featured Website Listing		<b>✓</b>
Travel Guide Listing		<b>V</b>
Photo Gallery Access		<b>✓</b>
Share Travel Deals		<b>V</b>

<sup>\*\$200/</sup>year if you have an active chamber or CVB membership. Bundled business discounted pricing available: ask for details.

# SIGNATURE PARTNERSHIP BENEFITS

Signature Partnerships are designed to offer businesses our most popular and valuable marketing benefits. A Signature Partnership is available at just \$250 per year regardless of company size, with a \$50 discount if the partner has an active local chamber or CVB membership.

#### Signature Partnership includes all the benefits of Basic Partnership, PLUS:

# + TRAVEL GUIDE LISTING

Each year, Glacier Country produces a full-color travel guide. As a Signature Partner, your business receives a featured listing under your community, making it easier for travelers to find you.

- + 150,000 printed guides
- +80,000 digital guide views

Travel Guide Listing

#### **HOTELS AND MOTELS**

Ninepipes Lodge and Allentown Restaurant 69286 U.S. Highway 93 | Charlo, 59824 406.644.2588 | ninepipeslodge.com Full-service lodge offering breathtaking views of the Mission Mountains. T 0 8 101



















#### + FEATURED WEBSITE LISTING

GlacierMT.com receives more than 2 million unique visitors each year. A featured listing is searchable, organized by community and services provided, and includes:

- + Up to six photos
- + Business description
- + Contact information
- + Website and social media links
- + Microsite featured listing, if applicable (Weddings, Meetings + Conventions, Tour Operators, Film)

# + TRAVEL DEALS AND COUPONS

Signature Partners can share travel deals and coupons on one of our most popular pages, *GlacierMT.com/deals*, to gain additional exposure.

#### + PHOTO LIBRARY

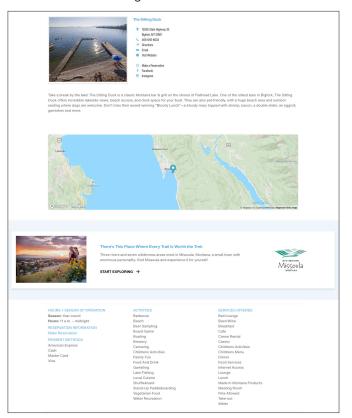
Promote your business and region with iconic photos of Western Montana from our partner photo library.

# + FULL PARTNER CENTER ACCESS

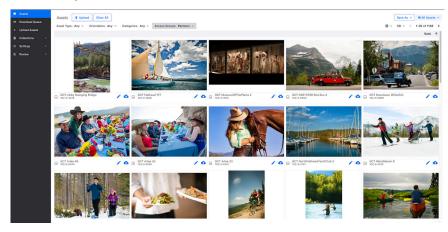
Our robust Partner Center helps us keep our partners up to date. Log in to access:

- + Ad campaigns
- + Board meeting notices
- + Budget reports
- + Forums
- + Knowledge center
- + Marketing updates
- + Media plans
- + Member profile edits
- + Partner badges
- + Statistics
- + Workshops

#### Featured Website Listing



#### Photo Library



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### DISCOUNTED A LA CARTE ADVERTISING

Signature Partners have discounted advertising opportunities not available elsewhere. See chart below and note Signature pricing.

A LA CARTE ITEM	BASIC PARTNER COST	SIGNATURE PARTNER COST
Featured Website Listing	\$150	Included
Travel Guide Listing	\$100	Included
Consumer Leads	\$1,000 - \$2,000	\$500 - \$1,000
Microsite Featured Listing	\$45	Included
Winter and Warm Cooperatives	\$2,500	\$2,000
Featured Event Advertising	\$100	\$75
Digital Advertising	Varies	25% average discount
Travel Guide Advertising	Varies	25% average discount

# **ABOUT US**

Western Montana's Glacier Country is the officially recognized destination stewardship organization for our region including the eight counties of Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli and Sanders. Along with our in-region partner convention and visitor bureaus (CVBs), our nonprofit organization is essential to the economic and social well-being of the 75+ communities we represent, driving direct economic impact through the visitor economy and fueling development across the entire economic spectrum by creating familiarity, attracting decision-makers, sustaining air service and improving quality of life for the people who call this place home.

# PARTNERSHIP CONTACTS

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