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August 17, 2020

Mayor June Caul and Council
Town of Fort Frances
320 Portage Ave
Fort Frances, ON P9A 3P9

Dear Mayor Caul & Council:

Re: Annual Per Capita Marketing Contribution – Sunset Country Travel Association

With COVID-19 still looming, Sunset Country Travel Association has launched its annual membership drive and we are hopeful local municipalities and townships will support tourism marketing of the region in 2020/21. We acknowledge the significant downward pressure all municipalities have faced because of the pandemic so we have cut our rates across the board by 20% this year. This means our request for 2020-21 is 22 cents per capita (last year it was 27.5 cents). As a non-profit organization it is the best we can do in these challenging times.

I want to highlight the many things the regional Travel Association does to bring tourists to Sunset Country each year. Many of these tourists visit your community, spend tourism dollars there and create viable employment for your residents which lead to many direct, indirect, and induced benefits to your community. These include:

- Ongoing management of visitsunsetcountry.com – an immense regional tourism website with tools that allow us to better promote the communities in the region.
- We have also done extensive work identifying “points of interest” in each community including local attractions such as museums, beaches, parks, and other community assets.
- Launching a dynamic “Events Manager” on visitsunsetcountry.com to better promote community events and festivals.
- Managing 10 separate social media pages on Facebook, Twitter, Instagram, and YouTube – with a combined following of over 300,000.

Our per capita request to Council is a show of support by your municipality for the regional tourism marketing that we undertake. Over the last two years extensive improvements have been made in our marketing activities. We feature information on your community that is included in the new website and in our regional travel guide/map.

Enclosed is a copy of our 2020 Travel Guide we produced. This is one example of what we do but there are many more. Through your contribution, your community is supporting a marketing plan that averages a travel inquiry received from real people, every 3 hours, each day, 365 days a year.

Respectfully yours,

Gerry Cariou
Executive Director

2020/2021 Sunset Country Membership & Advertising Remittance Form

Please fill out and return with Member Portfolio and payment.

Options	Details	Last Year Rate	This Year Rate	Annual Fee (Select all that apply)
Membership with Sunset Country - For more info see pages 3-5 in the Sunset Country 101				
ACCOMMODATION				
<input type="checkbox"/> Platinum	For lodges, resorts, outposts and houseboat operators.	\$2225.00	\$1780.00	\$
<input type="checkbox"/> Gold	For lodges, resorts, outposts and houseboat operators.	\$799.00	\$639.00	\$
<input type="checkbox"/> Standard	For hotels, motels, B&Bs, campgrounds and canoe outfitters.	\$395.00	\$316.00	\$
<input type="checkbox"/> Additional Accommodation	If you own more than one lodge, each additional business is 50% off Gold fee.	\$399.00	\$319.50	\$
RETAIL/SERVICE BUSINESSES				
<input type="checkbox"/> Retail/Service	For retailers, marinas, restaurants, grocery stores, guide service etc.	\$275.00	\$220.00	\$
<input type="checkbox"/> Allied	For businesses wanting to market to local and regional businesses.	\$899.00	\$719.00	\$
<input type="checkbox"/> Additional Retail/Service	If you own an additional business, the second one is 50% off.	\$137.50	\$110.00	\$
OTHER				
<input type="checkbox"/> Local Tourist Organization	For organizations whose primary function is tourism promotion.	\$650.00	\$520.00	\$
<input type="checkbox"/> Municipality		275¢ PC	22¢ PC	\$
Print Ads in the Sunset Country Travel Guide - For more info see page 6 in the Sunset Country 101				
<input type="checkbox"/> 1/16 Page Colour Ad	3.625"w x 1.125"h	\$308.55	\$247.00	\$
<input type="checkbox"/> 1/8 Page Colour Ad	3.625"w x 2.375"h	\$598.95	\$479.00	\$
<input type="checkbox"/> 1/4 Page Colour Ad	3.625"w x 4.875"h	\$1,143.45	\$915.00	\$
<input type="checkbox"/> 1/2 Page Colour Ad	7.5"w x 4.875"h	\$1,990.45	\$1592.00	\$
<input type="checkbox"/> Full Page Colour Ad	8.125"w x 10.75"h + bleed	\$3,835.70	\$3,069.00	\$
<input type="checkbox"/> Inside Front/Back Cover	8.125"w x 10.75"h + bleed. Last year's advertisers have first right of refusal.	\$4,531.45	\$3,625.00	\$
eNewsletter Ads - For more info see page 7 in the Sunset Country 101				
<input type="checkbox"/> Consumer eNewsletter Full Ad	Digital ad in email newsletter emailed to tourists interested in Sunset Country.	\$349.00	\$279.00	\$
<input type="checkbox"/> Consumer eNewsletter Half Ad	Digital ad in email newsletter emailed to tourists. Half the size of the Full ad.	\$199.00	\$159.00	\$
<input type="checkbox"/> Industry eNewsletter	One-time placement. Marketed to local and regional businesses.	\$149.00	\$119.00	\$
<input type="checkbox"/> Industry eNewsletter	Three placements in separate emails. Marketed to local and regional businesses.	\$349.00	\$279.00	\$
Internet Banner Ads - For more info see page 7 in the Sunset Country 101				
<input type="checkbox"/> Banner Ad	To be shown for one year starting the day the ad is live.	\$749.00	\$599.00	\$
Social Media - For more info see page 7 in the Sunset Country 101				
<input type="checkbox"/> Social Media Package	Available any time of the year.	\$999.00	\$799.00	\$



Ontario's Sunset Country Travel Assoc.

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Fax: 807-468-5484

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Don't forget
the HST.

Subtotal

Plus HST 13%

Equals Total Payment