



PARTNER GUIDELINES

1 - The Great American Road Trip

Interactive Map **4**

2 - Partnership Opportunities

Level 1 - Approved Visitor Center Partner **5**

Level 2 - Custom Illustration Partner **6**

Partnership Dates **7**

1 - THE GREAT AMERICAN ROAD TRIP

For the last few years, the Wyoming Office of Tourism's (WOT) Great American Road Trip campaign has been highlighting destinations and opportunities throughout the state. It's a playful and exciting way to engage both visitors and locals.

In 2016, additional stickers are being added to the mix. To celebrate the 100th anniversary of the National Park Service, special centennial stickers are being created to highlight Yellowstone, the Grand Tetons and Devil's Tower. The "Digging Up History" sticker is receiving updates to showcase Wyoming's rich paleontology history and support WOT's partnership with Disney®/Pixar's The Good Dinosaur.

The Great American Road Trip campaign will again offer several opportunities for involvement from destinations and attractions throughout the state. It's an initiative that truly enables you to choose how your destination or attraction can participate and join the fun. This document serves as partner guidelines for participation and is also available on the Wyoming Office of Tourism industry website at wyomingofficeoftourism.gov.

The following are the partnership opportunities for participation. Choose your option by February 12, 2016.

ROAD TRIP MAPS

Many times Wyoming is traversed by people driving across the state to experience our wonderful national parks, activities and culture. To make sure that visitors don't miss any major attractions along the way, we launched a new interactive map on the WOT website (WyomingTourism.org/InteractiveMap) in 2013. Four major routes coming from the east, south and west have been highlighted to encourage travelers to experience more of Wyoming's gems during their journey.

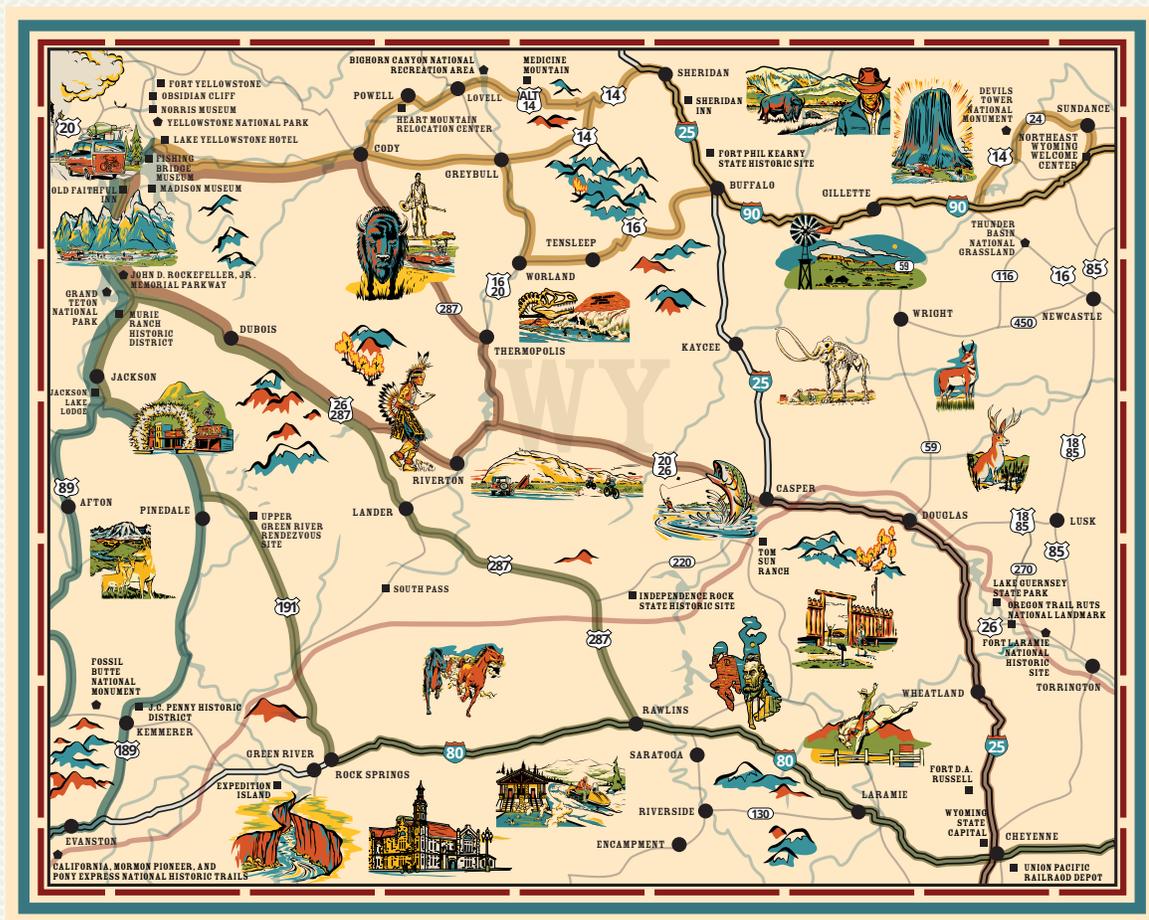
Route 1 (Denver to Yellowstone via Casper): **Park to Park Highway**

Route 2 (Denver to Yellowstone via Laramie): **Rockies to Tetons**

Route 3 (Salt Lake City to Yellowstone): **Salt to Stone**

Route 4 (Rapid City to Yellowstone): **Black to Yellow**

WyomingTourism.org/InteractiveMap



2 - PARTNERSHIP OPPORTUNITIES

Two progressive levels of partnership are available.

LEVEL 1 - APPROVED VISITOR CENTER PARTNER

LEVEL 1 If approved, partners have the opportunity to offer promotional stickers at one or more additional visitor centers in the region.

Who can be an “Approved” visitor center? Any local government, state or federal entity, such as a national park, state park, chamber office, welcome center, non-profit or museum. Additionally, these partners must own or operate at least one visitor center which is open 7 days a week with operating hours of at least 8 a.m. - 5 p.m. on weekdays and 9 a.m. - 3 p.m. on weekends.

Partner Requirements: WOT will provide the campaign logo, templates and directions to include site creative on your website. Partners use the materials provided to link to the interactive map and WOT from a prominent place on their website. In turn, WOT will link to partners from the interactive map. Partners must also update any business listings on the wyomingtourism.org website. Partners agree to display and distribute stickers and promotional materials during the promotional period or until supplies last. Partners will attend an online pre-promotion training. Partners will identify a main partner contact to coordinate promotion and central mailing location and act as the reporting contact to the Visitor Services Coordinator. The sticker contact is responsible for receiving, collection and reporting sticker information on a scheduled basis.

Wyoming Office of Tourism will: Select and provide free campaign stickers to be distributed. Tourism will add your approved visitor center(s) to the Interactive Map and will list other distribution points. Additionally, tourism will offer posters and maps to partners at no cost.

Timing:

February 12 - *Partners last day to commit*

April 22 - *WOT will send distribution materials this week*

May 1 - *First day to distribute*

LEVEL 2 - CUSTOM ILLUSTRATION PARTNER

This is your chance to create original illustrated artwork for your destination! These stickers can be used in your own marketing initiatives and will be used on the wyomingtourism.org website. If you choose to print stickers with the artwork purchased, they are also eligible to be distributed at all state-run visitor centers.

Details:

With extra excitement surrounding the National Park Service Centennial coupled with WOT's special investment in highlighting the state's paleontology experiences, 2016 is an opportune year to join the campaign and benefit from the increased promotion that will support the entire initiative. Because the events of this year are so unique, these partner opportunities will only apply to 2016 and will be reevaluated as new possibilities come about in 2017.

A standard partner rate has been negotiated to create unique artwork in the theme of this campaign. The cost includes unlimited use of the artwork. The destination/community will work with BVK to create their sticker artwork. WOT will work with you to ensure brand and campaign consistency. In addition, WOT can use these stickers on the tourism website and for any future state marketing efforts. Dual rights will be maintained by both the organization purchasing the sticker and WOT. Artwork cost - \$2,500

Timing:

February 12 - *Partners last day to commit*

February 15-19 - *Designate a design contact and begin sticker development progress*

March 18 - *Sticker design complete*

Sticker printing, distribution, merchandising and other marketing costs incurred are not included in the cost for the original artwork. Sticker printing is approximately 2-3 weeks from sticker completion.

PRICING INFORMATION

Direct reprint of any sticker (same as last year-2 sided, UV Protection, etc.) in the following quantities:

1,000 = \$775

3,000 = \$1,050

5,000 = \$1,375

New Artwork Printing Costs

Same size and type as last year. New die for shape, new plates, four color process, black on backer

1,000 = \$1,500

3,000 = \$1,825

5,000 = \$2,150

New Artwork/illustration

\$2,500 per illustration for partners

PARTNERSHIP DATES

DEADLINE DATE	LEVEL 1 VISITOR CENTER STATUS	LEVEL 2 CUSTOM ILLUSTRATION PARTNER
2/12/16	Commit to program	
2/15/16 - 2/19/16		Start creative briefing with BVK*
3/4/16		Quality decision on sticker printing
3/18/16		Custom illustration complete
3/21/16	Print materials ordered	
4/22/16		Stickers delivered to partners
4/22/16	Print materials delivered to partners	
4/25/16	Partner web links updated	
4/25/16	Interactive map updated	
5/1/16	Distribution of materials to visitors	

*Partner to designate a design contact. BVK will work with this contact to identify key attributes to feature on sticker. BVK will then coordinate with artist on sticker design and share creative with partner for approval.