

# *That's WY*<sup>TM</sup>

## **2018 ROAD TRIP CAMPAIGN PARTNER GUIDELINES**

---

Since 2013, the Wyoming Office of Tourism's (WOT) Road Trip campaign has been highlighting destinations and unique experiences throughout the state. It's a playful and exciting way to engage both visitors and locals.

The Road Trip campaign will again offer several opportunities for involvement for 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 [travelwyoming.com/industry](http://travelwyoming.com/industry).

### **PARTNERSHIP OPPORTUNITIES**

#### **LEVEL 1 - APPROVED DISTRIBUTION PARTNER**

If approved, partners have the opportunity to offer promotional stickers at one or more visitor centers or distribution points 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:** Partners agree to display and distribute stickers and promotional materials during the promotional period or until supplies last. Partners will identify a main partner contact to coordinate promotion and central mailing location and act as the reporting contact. The sticker contact is responsible for receiving, collection and reporting sticker information on a scheduled basis.

Wyoming Office of Tourism will: add your approved visitor center(s) to the supporting map and will list other distribution points. Additionally, tourism will offer maps to partners at no cost.

## LEVEL 2- CUSTOM ILLUSTRATION PARTNER

This is your chance to showcase original stickers for your destination! These stickers can be used in your own marketing initiatives and will be used on the travelwyoming.com 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: 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.

Sticker printing, distribution, merchandising and other marketing costs incurred are not included in the cost for the original artwork. Partners may opt to print their own stickers, or work through WOT's production resources.

### PRICING INFORMATION

New Custom Artwork/Illustration	Estimated Printing Costs
\$2,000-\$2,500 per illustration for partners	3,000 quantity = \$1,086 - \$1,995
	10,000 quantity = \$1,598 - \$2,735

Other quantities are available upon request. Printing prices are estimates and final quotes will be given to each partner based on desired quantities.

### PARTNERSHIP DATES

Deadline Date	Level 1 Distribution Status Partner	Level 2 Custom Illustration Partner
2/28/18	Commit to Program	Commit to Program
3/12/18		Start creative briefing with BVK*
4/6/18		Final design approval
5/4/18	Maps and route stickers delivered to partners	Maps and route stickers delivered to partners
5/21/18	Distribution of materials to visitors	Distribution of materials to visitors

[COMMIT TO PROGRAM HERE](#)

\*Partner to designate a design contact. BVK will work with this contact to identify key attributes to feature on sticker.

Contact: Piper Singer, Brand Partnerships Sr. Coordinator / [piper.singer@wyo.gov](mailto:piper.singer@wyo.gov)