



Public Relations

Tourism Advertising Support from VisitRochester: Summer/Fall 2008

VisitRochester has a program to support tourism advertising in close-to-home markets during the summer and fall of 2008. It is the intent of this program to expand current tourism advertising campaigns and to encourage new out-of-town tourism advertising. This program is designed to support and extend the community brand; ***Rochester Made for Living***. It is therefore limited to VisitRochester members based in Monroe County.

Program Summary

VisitRochester will reimburse 1/3 of total print advertising and/or broadcast advertising placement costs in eligible markets. A minimum advertising placement budget of \$12,000 in eligible markets is necessary to participate. This translates to a minimum investment of \$9,000 by any one partner (plus \$3,000 from VisitRochester.)

The maximum reimbursement to any one partner is \$20,000 for an eligible program of at least \$60,000. Advertising must be placed, paid for and proof of payment provided to VisitRochester prior to reimbursement. There is certain information that must be included in each advertisement in order for the campaign to be eligible for reimbursement. Funding is available for placement only. Production and other costs are the responsibility of the applicant and are not included.

VisitRochester reserves the right to pro-rate funding below published levels if applications exceed monies available. Funding levels for individual programs will be identified at the time of approval notification up to a maximum of \$20,000. No one organization can receive in excess of \$20,000 during 2008.

Eligible Markets and Participation

Advertising must be placed in markets centered at least 60 miles from central Rochester but not more than 200 miles from central Rochester. Eligible markets for advertising placement include Buffalo, Erie, Binghamton, Cortland, Utica, Rome, Elmira, Corning, Syracuse, Ithaca, Toronto, Hamilton, St. Catherines and Niagara Falls.

Participation is limited to VisitRochester members in good standing with up-to-date membership dues paid.

In addition to requirements that follow, participants must creatively and substantially integrate the *Rochester Made for Living* brand/concept into actual designs or production of advertisements that are supported by this program.

Events, performances and exhibitions that are the focus of any campaign must be located within the boundaries of Monroe County.

Participating events, performance schedules or exhibitions must provide exposure for ***Rochester Made for Living*** by indicating the brand as a presenting sponsor in a way that is commensurate with exposure provided to other sponsors for an equal allocation of dollars.

Requirements

In print ads, the following message must appear boxed and type and must be sized at least as large as the overall ad's 2nd largest typeface:

For Rochester information, go to WWW.VISITROCHESTER.COM

A ***Rochester Made for Living*** logo (provided) must appear in at least the same size as the message above.

For radio, the message must be read aloud by the spot's voice talent in an easily understood and measured pace.

For television, the message must occupy 35% of a screen for at least 5 seconds or 15% of the screen and be read aloud.

An impact & measurement procedure relative to intended results must be in place to evaluate the success of this program.

Timelines and Deadlines

This program is available on an equally accepted basis. All commitments to participate in this program are due in writing with appropriate supporting materials to the VisitRochester office. Applicants will be notified of requested adjustments to campaigns by May 30, 2008. Campaign approvals, including those pending adjustments, will be provided by June 15th. Accepted campaigns can commence as of June 15th, 2008 and must conclude by October 15, 2008.

VisitRochester members notified of program:	May 16, 2008
Deadline for commitment applications	May 29, 2008 @ 2:00 p.m.
Requests by VisitRochester for adjustments	May 30, 2008
Applicant funding approvals	May 30, 2008

First eligible placements	June 15, 2008
Last eligible placements	October 15, 2008
Documentation and invoices to VisitRochester	October 30, 2008

I have read the review of this program and agree to the content as requirements for participation:

Signature of Applicant: _____

APPLICATION

NAME OF ORGANIZATION _____

INDIVIDUAL RESPONSIBLE FOR THIS PROGRAM _____

TITLE / POSITION _____ **E-MAIL** _____

ADDRESS _____

CITY / TOWN / VILLAGE _____ **Zip Code** _____

WORK TELEPHONE _____ **ALTERNATIVE** _____

FAX # _____

OTHER PERTINENT INFORMATION (OPTIONAL) _____

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Campaign Title: _____

Media Placement Allocations: _____ % Print _____ % Television _____ % Radio

Please use your organization's letterhead to describe event, attraction, performance or exhibition along with your proposed advertising program. Include audience and how you intend to specifically measure results from this campaign. Pay particular attention to the methods you use to measure audience reaction from out-of-town markets. Define placement

including specific markets, media, dates, size/length and frequency. Separately, please include preliminary artwork and/or scripts that will support your application.

A. TOTAL campaign budget (including local and out-of-town markets): \$ _____

B. Campaign budget for eligible out-of-town markets: \$ _____

C. Amount of requested funds* based on above information: \$ _____

*Requested funds must be at least \$5,000 in support of an out-of-town advertising placement (B above) totaling at least \$15,000. Requested funding (C above) cannot exceed \$20,000.

Deliver this application along with appropriate support materials and a signed copy of the program overview no later than 2:00 p.m. on Wednesday, May 28, 2008 to: Patti Donoghue, VisitRochester, 45 East Avenue, 4th Floor, Rochester, NY 14604

Questions & Comments: Patti Donoghue, Vice President of Communications and Community Affiliations
585 279-8315, e-mail: pattid@visitrochester.com