

# PARTNERSHIP ADVERTISING AND MARKETING OPPORTUNITIES

NORTHWEST TERRITORIES TOURISM

SPECTACULAR  
NORTHWEST  
TERRITORIES

[SPECTACULARNWT.COM](http://SPECTACULARNWT.COM)

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# STRONGER TOGETHER

After an unprecedented year in our industry, there is finally some optimism peaking through on the horizon. We remain committed to helping our members plan for the upcoming day when friends, family and customers can once again visit the Spectacular NWT. From regional advertising within the territory to a domestic campaign to attract Canadian visitors and, eventually, to the renewal of international travel, we're ready to help you prepare for everything the future holds. The opportunities in our 2021/2022 Co-op Partnership program were built on member feedback and by working with regional and national partners to gain positive exposure in the domestic market. Our adaptable campaigns will help the tourism industry emerge wisely when the time is right. In the pages that follow, we outline a variety of marketing opportunities that allow you to promote your tourism products and services while taking advantage of NWT Tourism's engaged and online following, its industry connections and its marketing expertise. By partnering with NWTT on these marketing opportunities, you can gain access to:

UP TO  
**41,000**

Unique visitors each month  
at SpectacularNWT.com

**79.5K**

Facebook Followers

**25.3K**

Followers on Instagram



**LEVERAGE  
NWTT'S INDUSTRY  
CONNECTIONS**



**TARGET  
THE RIGHT  
AUDIENCE**



**MAXIMIZE  
YOUR  
REACH**

For more information about NWT Tourism's marketing plans head to the resources section on the Members website [members.spectacularnwt.com](https://members.spectacularnwt.com)

# SIMPLE WAYS TO STAND OUT

NWT Tourism's marketing activities begins with simple ways to stand out:



## KNOW YOUR AUDIENCE

The target audience is usually the starting point for marketing activities, tell us who your customer is or let us help you identify who they are.



## ATTENTION TO DETAIL

Close attention to content is vital. For example, written content needs to be clear, concise and error-free.



## FRESH PHOTOS

Fresh photos are important! If you have recent, high-resolution photos that you want to be considered for use in your marketing activity, or in our social media (where appropriate), post them on your social media and be sure to hashtag #spectacularnwt so we see them!



## TESTIMONIALS

When possible, gather testimonials from happy customers. If you (or they) have a captivating story to share from their experience, consider promoting it through a co-op advertisement or story.



## PARTNERSHIPS

We're better together! NWT works with regional offices to create marketing materials that promote a variety of products in one community or region, allowing you to maximize the impact of your marketing dollars. Work with your regional tourism office or local partners to build packages.



## PROFESSIONAL CREATIVE

By using Spectacular NWT as the lead brand, your products and business will leverage its significant reach and strong brand recognition. Creative will be developed by the communications team to help fine-tune your message.

# MAXIMIZING VALUE FOR OUR MEMBERS

Membership definitely has its benefits. As an NWTT member, your products and services will be automatically listed on SpectacularNWT.com, one of the first and most influential resources potential visitors use to plan their trips. You will also have the advantage of working with our partners to craft specialized marketing materials that promote your products, services and regions to targeted audiences. These opportunities can be tailored to locals for NWT getaways or targeted at wider audiences. Work with our team to ensure you benefit from the 'no cost' opportunities that being a member of NWTT offers. The best opportunities for members can come from the simple benefits, such as an accurate and engaging website listing.

## NO COST OPPORTUNITIES:

### ENHANCED LISTINGS ON SPECTACULARNWT.COM.

Members appear first at the top of all directories and can have up to five support photos. All of your social media accounts can be linked to your listing. (Example: accommodation, operator, attraction, etc.)

### UP TO 3 PACKAGES ON SPECTACULARNWT.COM.

Have up to 3 packages in the dedicated packages or local deals section. (Example: itineraries, excursions, adventures, etc.)

NWTT has partnered with local media outlets to promote your Northern packages, utilizing radio, print and digital to get the word out to a local audience about your unique offering.

### FAMILIARIZATION TOURS, HOSTED BY NWT TOURISM:

Members are first in line for visiting media, trade representatives and Meeting, Conference & Incentive Travel FAM tours. Work with us to showcase your tourism operation to outlets in national and/or international markets.

### MEMBER COMMUNICATIONS:

Ongoing communications to members gives you access to industry news, our marketing plans, publications and other important information.

### MEMBER TO MEMBER BENEFITS:

As a member you can share exclusive discounts/offers to other members through our member's website.

### ADVOCACY AND OTHER OPPORTUNITIES:

Regular and associate members can vote to elect NWT Tourism's board and on matters brought forward at the NWT Tourism AGM.

Benefit from NWTT's industry lobby activities at a territorial level in partnership with the Tourism Industry Association of Canada.

# SOCIAL MEDIA OPPORTUNITY A:

## FACEBOOK

Get your message out to more than 79.5k NWTT Facebook followers with customized content on a proven advertising platform. Your business will get the exposure you're looking for with social ads that include boosting posts to reach target audiences, both by demographic and geographic metrics. These boosted posts will also link to your social media page, helping you grow your own Facebook following. NWT Tourism will provide follow-up reporting with results and performance indicators.

## INSTAGRAM

Target a younger demographic on Instagram, where a picture says a thousand words. Engage with our 24,200 followers and increase your presence on a leading social platform. Social ads include boosting posts to reach target audiences both by demographic and geographic metrics. NWT Tourism will provide follow-up reporting with results and performance indicators.

### RATES:

| MEDIUM    | POST TYPE           | COST            | DEALS                               |
|-----------|---------------------|-----------------|-------------------------------------|
| Facebook  | Local Staycation Ad | \$100           | *See below for requirements         |
|           | Boosted Post        | \$200 (weekly)  | Buy 4 and receive the 5th week FREE |
|           | Targeted Ad         | \$500           | *See below for requirements         |
| Instagram | Boosted Post        | \$100 (weekly)  | Buy 4 and receive the 5th week FREE |
|           | Instagram Story     | \$200 per story |                                     |
|           | Targeted Ad         | \$500           | *See below for requirements         |

**DEADLINE:** Ongoing

**OPEN TO:** All members

**AVAILABILITY:** 40 opportunities per platform in 2021/22

### CREATIVE REQUIREMENTS:

Our social team will create a post on NWTT's social media accounts using the content you provide. A minimum of one photo and description of product, operator or event is required, NWTT reserves the right to review and edit it to fit the branding of our social pages. The core content will stay consistent with your vision.

\*For targeted ads, the following are required: a quality photograph, a simple text description, a link to where to land the ad, and your target audience (geography, age, interests).



# SOCIAL MEDIA CONTENT CREATION CAMPAIGN

## OPPORTUNITY B:

Take your social media advertising to the next level. A member of NWT Tourism's team will create custom social media content that highlights your story, an itinerary, specific packages or an event through our multiple social channels. This opportunity includes:

1. One (1) longform organic story post on Facebook, approximate word count set at 250 words
2. One (1) Instagram story
3. One (1) boosted Facebook post to your selected target demographic, featuring your event, community or business

**RATES:** Total cost of this product is \$500

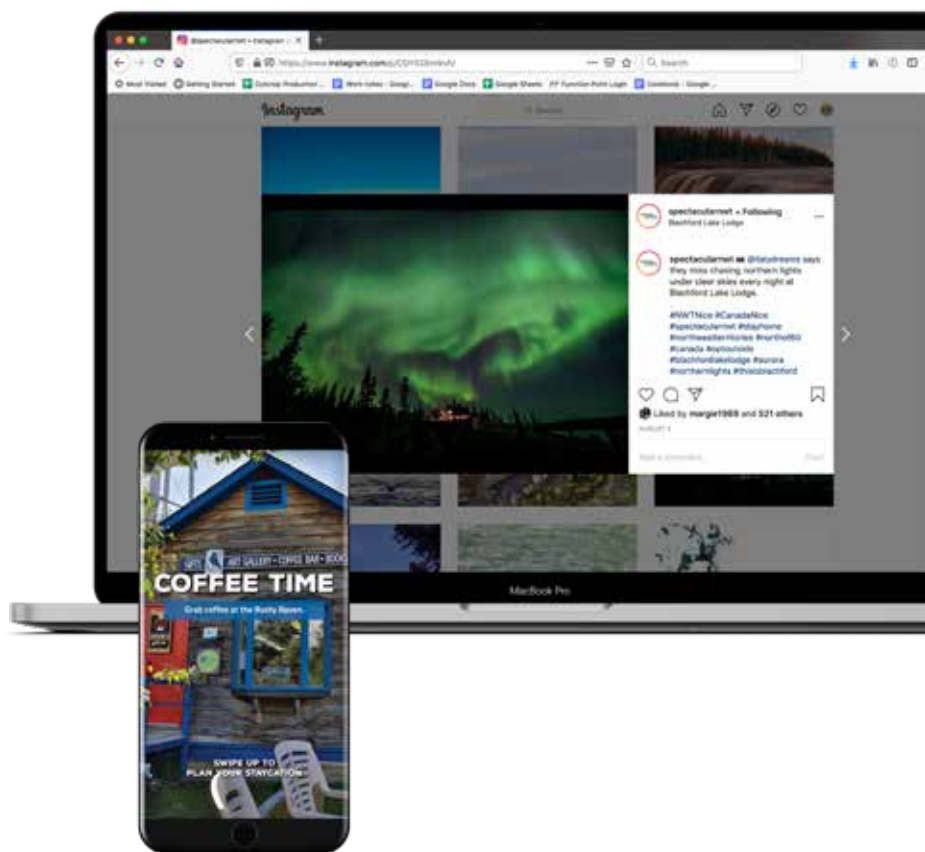
**DEADLINE:** Open

**OPEN TO:** All Members

**AVAILABILITY:** 12 Campaigns

### CREATIVE REQUIREMENTS:

Our social team will create a post on NWTT's social media accounts using the content you provide. A minimum of one photo and description of product, operator or event is required, NWTT reserves the right to review and edit it to fit the branding of our social pages. The core content will stay consistent with your vision.



# WEBSITE FEATURE PACKAGES

## OPPORTUNITY C:

If you're looking for some premium online promotion, this opportunity is right for you. Leverage the reach of NWT Tourism's website by having your tourism package or itinerary listed as a "featured package" on SpectacularNWT.com's packages webpage for 30 days. Featured packages get two main advantages: inclusion in the Featured Packages section of the homepage, as well as top placement in the package's directory.

### RATES:

|   | COST  |
|---|-------|
| <b>Monthly placement</b><br>(3 opportunities per month) | \$250 |

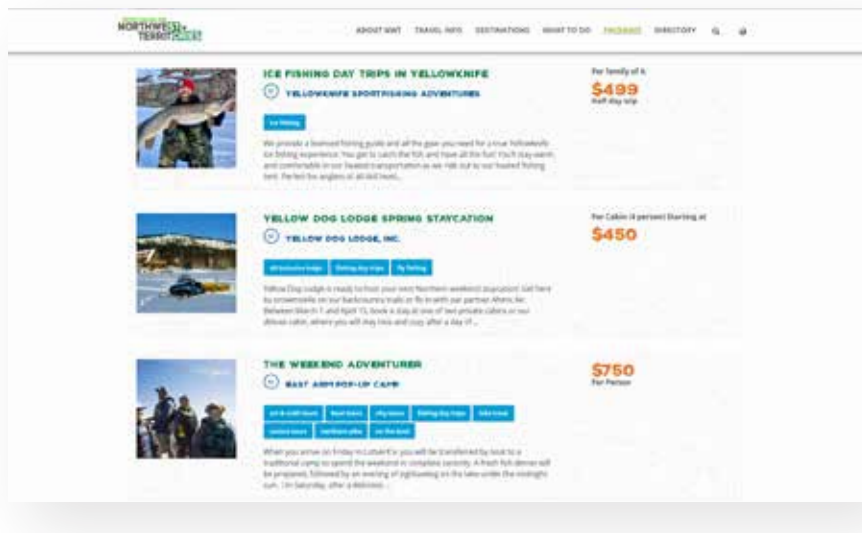
**DEADLINE:** Open

**AVAILABILITY:** Twelve (12) opportunities per year

**OPEN TO:** All members

### CREATIVE REQUIREMENTS:

To prepare a feature package, members will complete a package form that we will provide. When a user clicks on your featured package, a separate page with text and photos will open with the details of the package and a link to your website.





# STORIES

## OPPORTUNITY D:

NWT Tourism's SpectacularNWT.com website is built around the concept of stories. This includes stories about the wonders of the Northwest Territories, our rich history and culture, along with profiles of the NWT's tourism operators and the amazing experiences they provide tourists. These stories keep potential visitors dreaming about the NWT. If you would like to feature your lodge, accommodation, operation or other tourism product in a story that will appear on the website for a minimum of three full months, purchase a "NWTT Partnership Story" or a "Feature Story" and let NWT Tourism do the rest. You can purchase one of the following types of stories:

### FEATURE STORY:

|                      | COST  |
|----------------------|-------|
| <b>FEATURE STORY</b> | \$900 |

**DEADLINE:** Open

#### AVAILABILITY:

Eight (8) opportunities per year

**OPEN TO:** All members

#### CREATIVE REQUIREMENTS:

Members will be asked to provide NWT Tourism with a creative brief, the text (300 to 700 words) and up to six (6) high-resolution photos for use in the story. To ensure your story matches the style and approach of the website, our agency staff may edit the text and photos provided, you will have the opportunity for **ONE** round of minor revisions. The agency will also format the story and upload it to the site as part of the cost.

### NWTT PARTNERSHIP STORY:

|                               | COST   |
|-------------------------------|--------|
| <b>NWTT PARTNERSHIP STORY</b> | \$1500 |

**DEADLINE:** Open

#### AVAILABILITY:

Eight (8) opportunities per year

**OPEN TO:** All members

#### CREATIVE REQUIREMENTS:

Members should have a clear, concise idea of the story and message they would like to convey in their Feature Story. Our agency staff will write a story based on the information the member provides. (The copywriter may also wish to speak with the member, to follow up on any questions.) You should also be prepared to supply up to six high-resolution photos for the story. You will get to provide up to four rounds of revisions on your Feature Story.

# FLATSHEETS

## OPPORTUNITY E:

Do you need a special hand-out or information piece to help promote your tourism product, event, community, or region? Work with NWT Tourism and our local design agency to create a new, glossy two-sided flatsheet to get your message out. This includes the creation of your flatsheet, which will feature professionally designed story and package offerings. Both digitally and printed if required, you will receive a PDF version of your flatsheet that you can use for your own marketing purposes. Let us help you share your message to potential visitors.

### RATES:

|                               | COST   |
|-------------------------------|--------|
| Design of two-sided flatsheet | \$1000 |

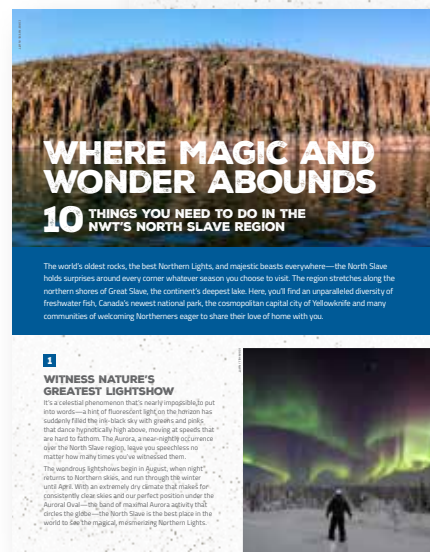
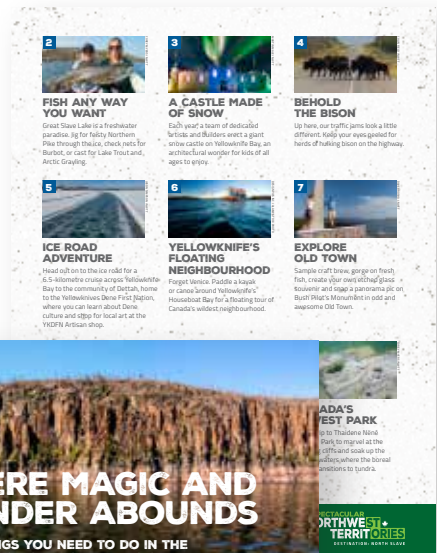
**DEADLINE:** Open all year

**AVAILABILITY:** Eight (8) opportunities available

**OPEN TO:** All operators, communities and regions

### CREATIVE REQUIREMENTS:

Our expert local content team will write and design your flatsheet, but will need your suggestions as well as a selection of high-resolution photos. It is important that you have packages that can be promoted. (If you are a community or region, it is key to include current businesses or regional themes that the agency can build around.) You should also provide logos and contact information for businesses. Three rounds of minor revisions are included in this opportunity.



# CONTENT PRODUCTION

## OPPORTUNITY F:

Bring us your ideas to see if we can work together to showcase the Spectacular NWT.

### CUSTOM VIDEO, PHOTO AND INFLUENCER PACKAGES

At NWT Tourism, we are always looking for exciting, new ways to show the world your spectacular tourism products. Do you have ideas for videos that capture the wonder and beauty of the unique experiences you offer? Are there influencers you'd like to partner with? Do you want to acquire new photo assets? Bring us your ideas so we can help make them a reality. Here are some custom opportunities to get the conversation started.

### VIDEO PRODUCTION

In the past, we have offered a variety of video production opportunities for businesses, communities and regions. These include highlight packages that sell your experience or attractions with a feature video tailored for digital and social media consumption. We work with you to develop a concept and then shoot, edit and compile a finished 3-5-minute NWTT branded video, which includes on-camera interviews and voice-over. We also do a moments package, which captures an experience with a 1-3-minute video paired with music, but without interviews or voice-over. In each instance, the videos are featured on NWTT's social feeds and you receive both the finished video and raw footage. We also have the ability to do a virtual tour of your tourism product(s) using 360-video, allowing you to become a leader in your social space.



### PHOTO/VIDEO ASSET ACQUISITION

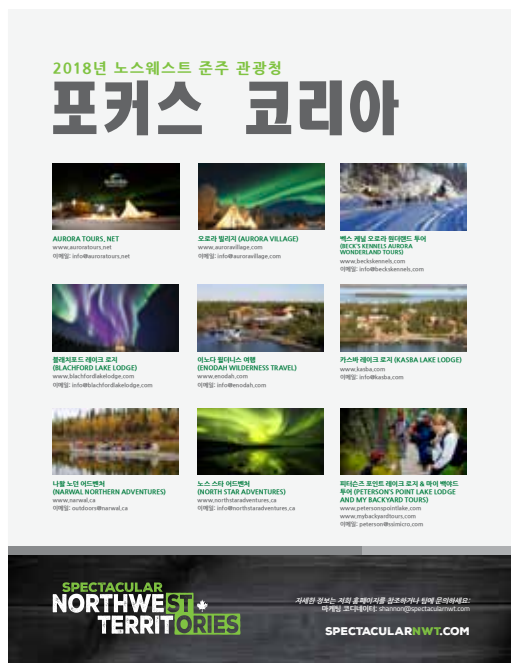
Every year, NWT Tourism offers members the opportunity to partner on photo and video asset acquisition. A video or photo content creator travels to your operation, lodge, community or region to capture an event or tourism product offering, allowing you to obtain new marketing assets.

### NORTHERN/SOCIAL MEDIA INFLUENCERS AND FAM TOURS

A popular new way to introduce audiences to your tourism products is to have a social media influencer share their experiences of your offerings with their large, online followings. The NWT has many talented photographers, videographers and content creators who understand the North and can showcase your business, community or region to a national audience. We also partner with national and international media so please reach out if you want to take advantage of media opportunities such as FAM tours.

# MARKETING INTERNATIONAL OPPORTUNITY G:

NWT Tourism, and many of its members, have cultivated visitation from several international markets. We are offering you an opportunity to communicate directly with these visitors in their primary languages. NWT Tourism works with some great partners and General Sales Agents that can tailor and translate your message into French, Japanese, German, Mandarin, Cantonese, Spanish and even Australian! These resources can help you sell your products and packages to consumers in these crucial markets. Let NWT Tourism help you to get ready to market to these important travellers when the time is right to invite them back. Bring us your requests and we'll help you navigate the international marketplace with the tools that deliver the message you want.



# CONSUMER SHOWS

ON HOLD

## OPPORTUNITY H:

Northwest Territories Tourism has a responsibility to you—our members and stakeholders—to ensure any marketing campaigns or sales tools that we use to promote the NWT and our operators provide a solid return on investment. For this reason, we will always ensure that the cooperative consumer show program line-up remains fluid, and we are ready to attend new shows and markets to best serve our members.

At this time, Consumer Shows are planned to go ahead in 2022. If you make a deposit on a show and the show is subsequently cancelled, rest assured that your deposit will be returned by NWT Tourism.

| CONSUMER SHOW                                | DATES | BOOTH SPACES AND SPEAKING SPOTS AVAILABLE |
|--|-------|---|
| Toronto Outdoor Adventure Show               | TBD   | TBD                                       |
| Vancouver Outdoor Adventure Show             | TBD   | TBD                                       |
| Toronto Sportsmen's Show                     | TBD   | TBD                                       |
| Montreal Outdoor Adventure Show              | TBD   | TBD                                       |
| Calgary Outdoor Adventure Show               | TBD   | TBD                                       |
| MCIT Show - Canadian Meetings and Event Expo | TBD   | TBD                                       |

# CO-OP OPPORTUNITIES ORDER FORM

**PLEASE FILL OUT IN FULL**

Name of Company  Company Website

Contact

Phone  Extension  Email

Mailing Address

Postal Code

| Opportunities                             | Member                   |
|---|--------------------------|
| A: Social Media                           | <input type="checkbox"/> |
| B: Social Media Content Creation Campaign | <input type="checkbox"/> |
| C: Website Feature Packages               | <input type="checkbox"/> |
| D: Stories                                | <input type="checkbox"/> |
| E: Flatsheets                             | <input type="checkbox"/> |
| F: Content Production                     | <input type="checkbox"/> |
| G: Marketing Internatinal                 | <input type="checkbox"/> |
| H: Consumer Shows                         | <input type="checkbox"/> |

If there are multiple choices under the selected opportunity, please specify which one you would like:

---

**Total:** \_\_\_\_\_ \$

**Payment Method**

Cheque  
 Credit Card

Name on Card

Card Number

Expiry YY | MM | DD |  Security Code

*Note: All ads must be paid for when purchased. All ads must be for activities / businesses located in or accessed through the NWT.*



*NWT Tourism reserves the right to edit all submitted content to maintain brand consistency and quality control.*

For additional information contact the Membership team, membership@spectacularnwt.com

**SPECTACULARNWT.COM**

# TRADESHOW FORM

## PLEASE FILL OUT IN FULL

Name of Company

Company Website

Contact

Phone

Extension

Email

Mailing Address



Postal Code



### Opportunities

A: Toronto Outdoor Adventure Show

B: Vancouver Outdoor Adventure Show

C: Toronto Sportsmen's Show

D: Montreal Outdoor Adventure Show

E: Calgary Outdoor Adventure Show

F: MCIT Show - Canadian Meetings and Event Expo

If there are multiple choices under the selected opportunity, please specify which one you would like:

**Total:** \_\_\_\_\_ \$

### Member







### Payment Method

 Cheque

 Credit Card

Name on Card

Card Number

Expiry YY | MM | DD |

Security Code

*Note: All ads must be paid for when purchased. All ads must be for activities / businesses located in or accessed through the NWT.*

### OPEN TO:

Members who sell tourism experiences. Members who participated in the 2019/20 consumer show program will have first right of refusal, Members in good standing, market ready operators.

### REQUIREMENTS:

25% non-refundable deposit at time of booking. Meals, transportation, accommodation, and marketing collateral are all the responsibility of the operator. Any excess booth furnishings are the responsibility of the operator. All booths must be paid in full (depending on confirmation of show dates in each city) or they will be forfeited. No refunds will be given to operators who fail to attend the show after payment and show date confirmation.