

Partner Pack

Brief Form

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Destination Central Coast of Central Coast Council (CCC) is embarking on a major drive campaign to build year round visitation. This destination campaign combined with the partner program will drive significant awareness momentum for the Central Coast. By leveraging the Destination Central Coast major campaign audience, you can drive more traffic and demand to your business. Businesses can choose from a suite of 4 packages:

Partner Profile Listing \$950 ex GST

Digital Campaign Pack \$2,750 ex GST

Pioneer Pack \$5,500 ex GST

All Star Pack \$9,500 ex GST.

To get involved, choose your package and, please complete all the following form fields, along with attaching any images/videos and email to:

Geraud Montigny

e: geraudm@leonards.net.au

Agency Director, Leonards Advertising

Partner Program Packages

Choose Your Campaign Package

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PARTNER PROFILE LISTING

\$950 (ex GST)

**MEDIA VALUED AT
\$10,000**

This is the entry point to ensure your visibility in market in partnership with CCC.

Includes:

- Listing in the campaign branded website
- Your logo
- Your headlines
- Your business description
- Call to action linking to your site increasing SEO
- High visibility on campaign page carousel
- Social Media Boost and Profile Amplification \$250 credit



BASIC LISTING

DIGITAL CAMPAIGN PACK

\$2,750 (ex GST)

**MEDIA VALUED AT
\$30,000**

This is the best way to gain new customers and leads to your business at the best ROI.

Includes Partner Profile Listing, PLUS:

- AdWords campaign worth 100k impressions
- (Google Display Network and SEM)
- Social media campaign + 1k CTR to your site
- Display banners ads x3
- Retargeting
- Full campaign management
- Implementation, tracking and reporting
- Audience profiling (Roy Morgan)



FULL DIGITAL
CAMPAIGN EXPERIENCE

PIONEER PACK

\$5,500 (ex GST)

**MEDIA VALUED AT
\$50,000**

This pack gives you brand awareness to support your initial investment. There is a media mix between radio and digital.

Includes Digital Campaign Pack, PLUS:

- Radio on air floating air-time ads blast (minimum 20 radio slots)
- Premium radio network guarantee
- Audience locally targeted



STRENGTHEN YOUR CAMPAIGN AWARENESS WITH OFFLINE (RADIO – RADIO & OUTDOOR)

ALL STAR PACK

\$9,500 (ex GST)

**MEDIA VALUED AT
\$100,000**

This is the best value pack to get maximum reach and frequency in market with a mix of cross media and digital platforms.

Includes Pioneer Pack, PLUS:

- An outdoor campaign in the city of your choice
- High quality media placement



HALL OF FAME PACK

POA

Please get in touch with us for a free media and advertising consultation.

Includes All Star Pack, PLUS:

- Bespoke Advertising Solution tailored to your needs and objective
- Creative/Web
- Strategy/Research
- Media Planning/Buying
- Regional TV

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Business Name:

Primary Contact Name:

Phone:

Email:

Which Partner Pack are you signing up for (see next page):

Billing Address:

ABN:

Preferred Campaign Dates in Market
(Max 6 weeks - dates not required for All Star Pack):

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Your business will feature on the major campaign landing page on LoveCentralCoast.com under the 'Category Listing' and the 'Individual Partner' webpage. We need you to supply content for both pages.

Please provide copy for the following:

I. Your Category Listing

A. Your Company Name Headline:

B. Your Location:

C. Category:

Partner 'Stays' Category Webpage Example

The screenshot shows the 'centralcoast NSW' website with a grid of accommodation listings. The listings are arranged in a 4x3 grid. Each listing includes a main image, a title, and a location. Annotations on the left side of the screenshot point to specific elements:

- Your Image**: Points to the main image of the 'The Boatouse Hotel Patonga' listing.
- A. Your Headline**: Points to the title 'The Boatouse Hotel Patonga'.
- B. Your Location**: Points to the location 'Patonga'.

Other listings visible in the grid include:

- The One - Pearl Beach (Pearl Beach)
- Kims Beachside Retreat (Tosswow Bay)
- The Quarters (Foresters Beach)
- Mantra Ettalong Beach (Ettalong Beach)
- The Beachcomber Hotel & Resort, Ascend Hotel Collection (Tullibee)
- Bells at Killcare The Lodges (Killcare)
- Yarramalong Valley Farmstay (Woyah Creek)
- Angel Sussurri Restaurant and Manor House (Yarramalong)
- Mercure Koolindah Waters Central Coast (Woyah)
- Bells at Killcare Boutique Hotel, Restaurant & Spa (Killcare Heights)
- Noonaweeana (Killcare)

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2. Your Individual Partner Webpage

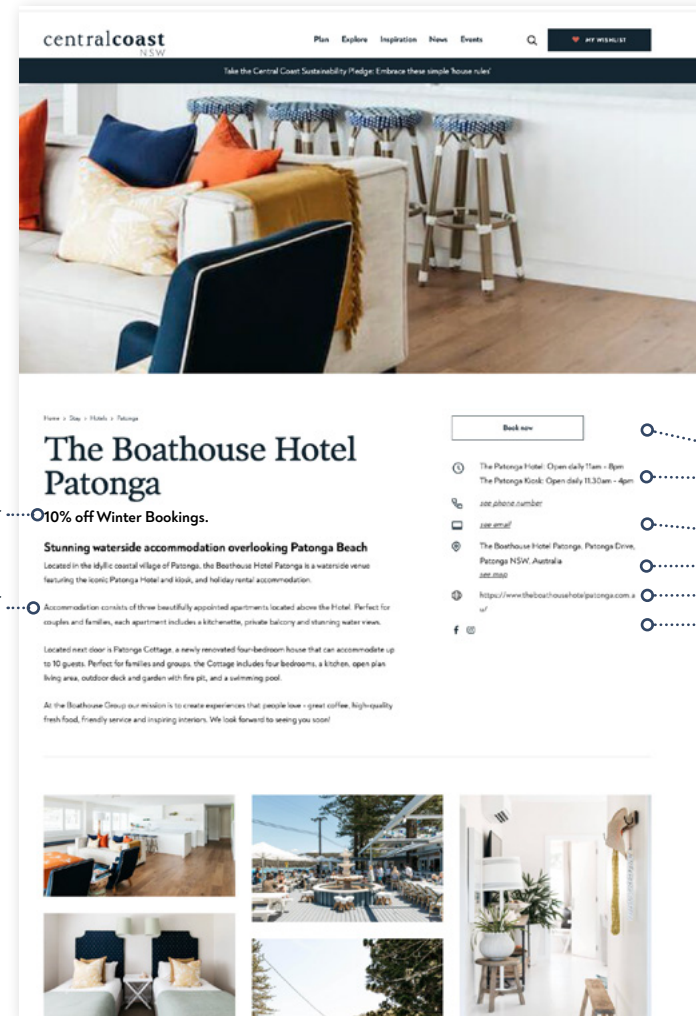
Note. If you already have a listing on the Love Central Coast website, you do not need to complete the following information. The only content you will need to supply is your campaign offer if you choose to offer one in the box immediately below.

A. Your Offer (only if applicable, e.g. Stay 3 nights, get 4th night free):

B. Your Full Description (maximum 150 words):

C. Your Address (venue address):

Microsite Individual Partner Webpage Example



A. Your Offer

B. Your Description

H. Offer link

F. Opening Hours

E. Your email

C. Your address

D. Your Website

G. Social

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D. Your Website Address:

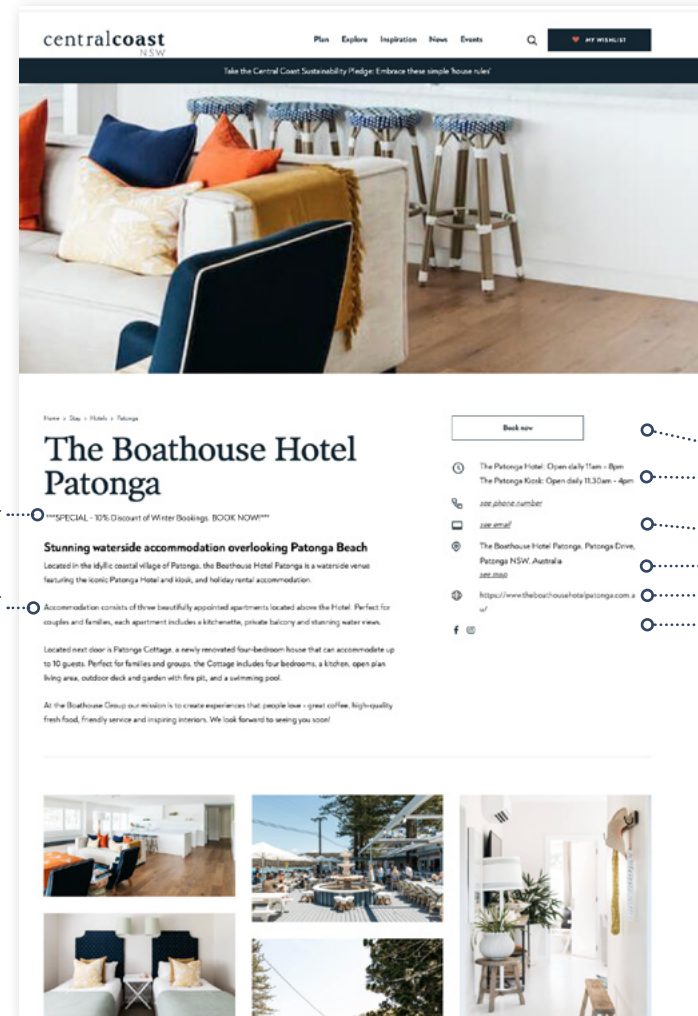
E. Your Email Address:

F. Your Open Hours:

G. Social Media links:

H. Your Offer Link (link to your website offer or booking page):

Microsite Individual Partner Webpage Example



A. Your Offer

B. Your Description

H. Offer link

F. Opening Hours

E. Your email

C. Your address

D. Your Website

G. Social

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3. Your Partner Webpage Design Assets

If new or different to your listing page on the Love Central Coast Website, what are the design elements you have supplied for your webpage listing?

A. Images (High-resolution JPGs preferred)
(File name example: ClientName_ImageDescription.jpg)

1. File name:

2. File name:

3. File name:

4. File name:

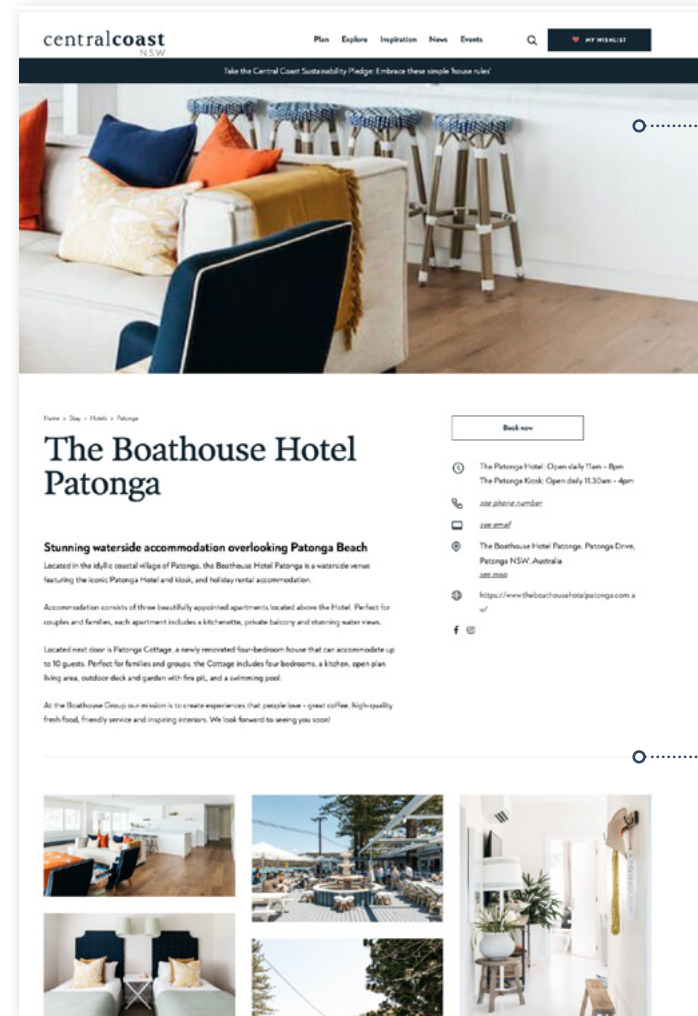
5. File name:

6. File name:

B. Video (Video not mandatory)

1. File name:

Microsite Individual Partner Webpage Example



○ A. Your Image

○ B. Your images and/or video

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Thank you

The Leonards Team will contact you within the week of receiving the completed form to discuss developing a tailored campaign.

Great to have you on board and looking forward to working with you as part of the Destination Central Coast major campaign.

Local Love,

Destination Central Coast