



# Your Destination Campaign Marketing Opportunity

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LOVECENTRALCOAST.COM

**From headland to  
hinterland, you'll love  
The Central Coast**

**BE. RIGHT. THERE.**

Destination Central Coast Central Coast Council is commencing a significant destination marketing campaign to drive visitation, launching in Autumn 2026 with a strategic framework designed to support year-round promotion in the years ahead.

Find out how your business can participate and benefit.

# Partner Program

## Destination Campaign

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### The Opportunity

The Central Coast Council (CCC) is funding a major destination and media campaign to promote awareness of the incredible landscape, culture and tourism opportunities that abound in the Central Coast. This destination campaign combined with the partner program will drive significant awareness momentum for partners to benefit from, providing them with an opportunity to add their voice to a powerful, targeted and consolidated campaign.

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NSW

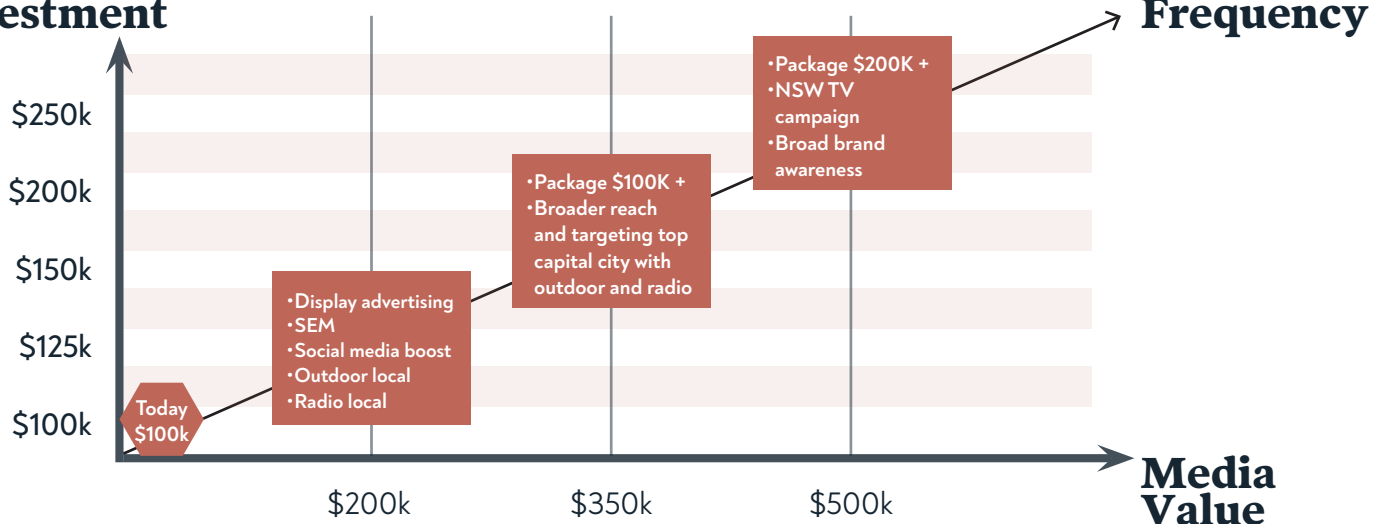
### Media Value vs Investment

In the world of media, it is all about the reach and frequency you can achieve towards your target audience with available budget.

- Reach is the number of people you touch with your marketing message or the number of people that are exposed to your message.
- Frequency is the number of times you touch each person with your message.

By participating in the co-branded Partner Program with CCC, you help to boost the \$100,000 media spend already committed to this Destination Campaign. And by doing so, significantly increase the campaign media reach and frequency (see diagram). A win for both local partners and the region.

### Media Investment



### Reach & Frequency

### Media Value

# What type of advertising is being used?

A carefully constructed mix of various advertising initiatives are being put into place to promote the Central Coast and partners. These include:



Google Display Network of banners



Google AdWords



Facebook & Instagram ads



YouTube to promote the new movies and snippets



Offline channels depending on available budget such as radio, billboard and regional television

# How can the Industry become more involved?

The Packages outlined in the Marketing Partnership Program provide partners the opportunity to select their levels of marketing commitment. Packages have been developed and businesses can choose from a suite of 4 campaigns:

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

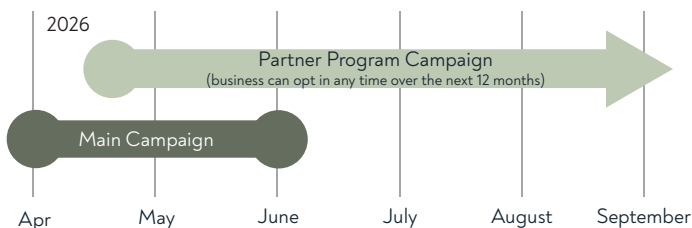


Contact **Geraud Montigny**, Agency Director, Leonards Advertising to discuss your needs and the best marketing package for you:

e: [geraudm@leonards.net.au](mailto:geraudm@leonards.net.au) p: 0449 006 017

# Campaign Timing

The Destination Campaign will run for three months starting in April 2026. Partner packages will be six weeks each in duration with the first to start two weeks after the destination campaign commences.



# Your Advertising Partner - Leonards

Destination Central Coast has partnered with Leonards Advertising to guide you through the advertising process to successfully deliver whatever package you choose. Whether it's at an entry level listing investment or a full scale multi-channel marketing campaign, you will have access to the expertise of our longstanding, well recognised advertising agency. Leonards currently trades with all the major publishers (traditional and digital) and has access to great rates, and research tools together with expert staff.

Leonards is an approved Australian Buy Local contractor for Advertising and Media Services. The agency has a unique understanding of both the Local Government and Operator sides to running a successful destination campaign.



Gold for Best Ad Campaign 2024



Gold for Breakthrough Destination of the Year 2023

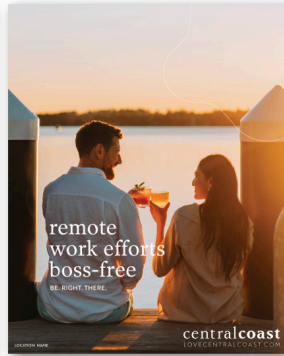


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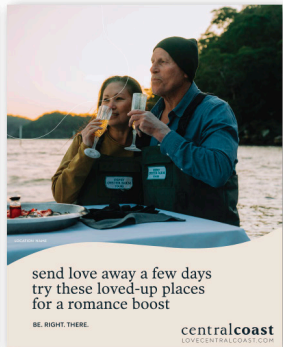
# Partner Program

Destination Campaign  
In-situ Examples

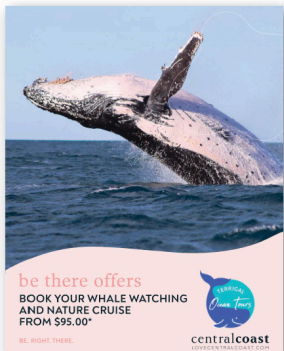
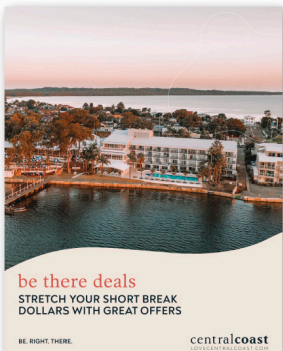
BE. RIGHT. THERE.



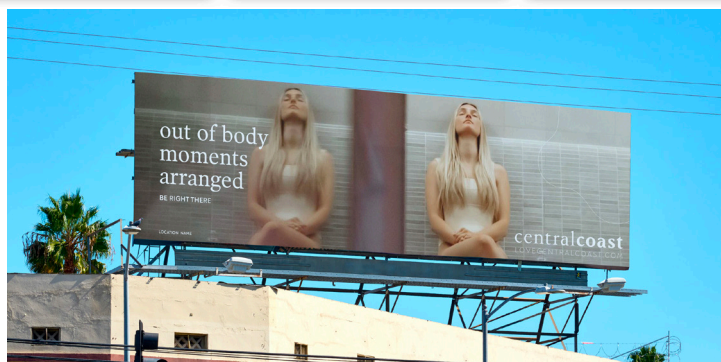
TOF ADS  
INSPIRE-AWARE



MOF ADS  
EDUCATE



BOF ADS  
CONVERT



TOF BILLBOARD  
OOH

# 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



### 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)



### 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



### 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 objectives
- Creative/Web
- Strategy/Research
- Media Planning/Buying
- Regional TV

BASIC LISTING

FULL DIGITAL  
CAMPAIGN EXPERIENCE

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