



Marketing Guide

January 21-22 & 28-29, 2022

<u>Promotional Benefits</u>	<u>Getaway</u>	<u>Getaway 2</u>	<u>Super Getaway</u>	<u>Great Escape</u>
For EACH Certificate valued: (Minimum 2 nights preferred)	\$200 - \$999 (1 Certificate)	\$200 - \$999 (2 or more certificates- <u>each</u> with above \$ value)	\$1,000 - \$2,499 (1 Certificate)	\$2,500 - \$5000* (1 Certificate)
On TV – Custom TV Promotion produced by WCNY, using property's digital photos and/or video – includes logo	30-Second Promo Airs 1 time	30-Second Promo Airs 1 time for each certificate	30-Second Promo Airs 2 times	60-Second Promo Airs 3 times
Online – package listing on wcnyc.org/travelauction <u>Includes:</u> PROPERTY NAME, CITY, STATE, COUNTRY HYPERLINK to your website LINK to custom TV Promotion PACKAGE DESCRIPTION DURATION (Dec.-Jan.)	✓	✓	✓	✓
Social Media – One Tag on Facebook post per certificate (20,000+ followers)		✓	✓	✓
eGuide – Custom ad in WCNY e-Guide (~20,000 subscribers)			✓	✓
Print – PROPERTY NAME & Location included in participant list in March 2022 WCNY CONNECT magazine (mailed to ~15,000 member homes)			✓	✓
Radio Promotion – PROPERTY NAME, CITY, STATE COUNTRY mentioned on Classic FM Travel promo				✓

Based on the distance your property is from Central New York please consider:

Northeast States & Canada: 2 or more-night stay

Southeast, Central, Mountain & Pacific States: 3 or more-night stay

Caribbean & other International Properties: 4 or more-night stay



WCNY
connected.

*Call the auction office at (315) 385-7381 to inquire about custom promotional packages for trips valued at \$5,000+. wcnyc.org/travelaucwcnycny