

Marketing Plan 2023

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Promotional Benefits****For EACH Certificate valued:****(Minimum 2 nights preferred)** | **Getaway$200 - $999****(1 Certificate)** | **Getaway 2****$200 - $999****(2 or more certificates- each with above $ value)** |  **Super Getaway****$1,000 - $2,499(1 Certificate)** | **Great Escape****$2,500 - $5000\*****(1 Certificate)** |
| **On TV –** Custom TV Promotion p*roduced 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 PromoAirs 2 times |
| **Online –** package listing on wcny.org/travelauction **Includes:***PROPERTY NAME, CITY, STATE, COUNTRY**HYPERLINK* to your website *LINK* to custom TV Promotion *PACKAGE DESCRIPTION*  |  |  |  |  |
| **­­Social Media –** One Tag on Facebook(16,000+ followers & fans) |  |  |  |  |
| **Print –** *PROPERTY NAME* & Location included in participant list in a future WCNY CONNECT magazine (mailed to ~15,000 member homes) |  |  |  |  |
| **e-Guide –** Custom ad in WCNY e-Guide (~37,000 subscribers) |  |  |  |  |
| **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

***Quote your best rate for each certificate toward our inventory valuation.***



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