

Partner Education Session

SONOMA COUNTY

• CALIFORNIA •

LIFE OPENS UP®



Agenda

- Partner opportunities within SCT's owned channel assets (Miles Partnership)
- Sonoma County app (Achilles Stravoravdis)
- Consumer marketing campaign overview (Fahlgren Mortine)
 - Extended Stay Promotion (Frank Filice)
 - Key Messaging/Story Ideas (Biggi Vaughan)
 - Deals/Offers and the Partner Portal (Todd O'Leary)
- Q&A

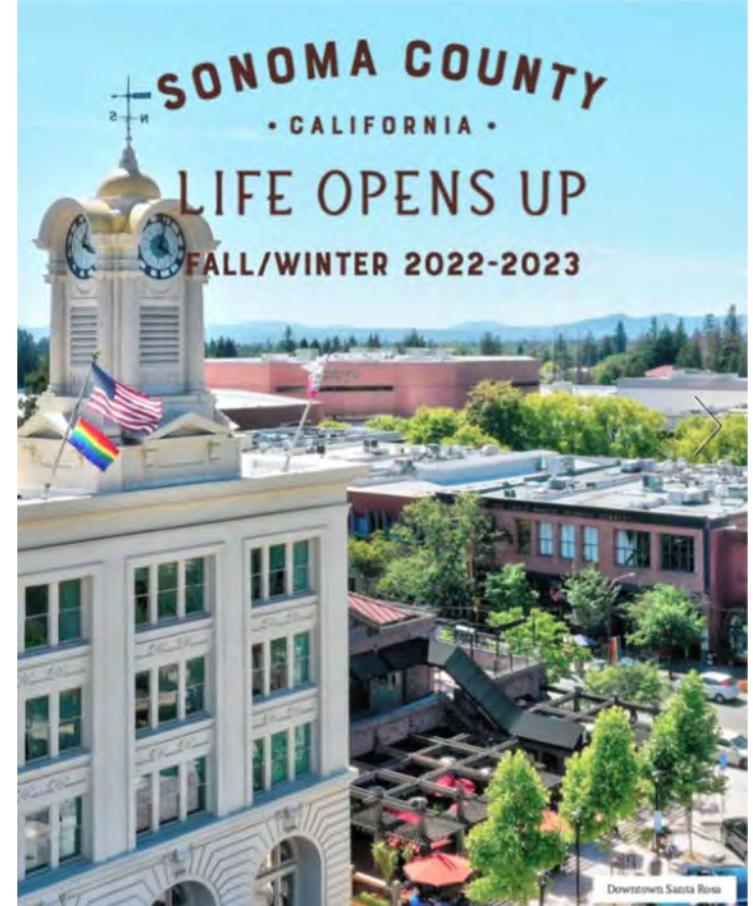
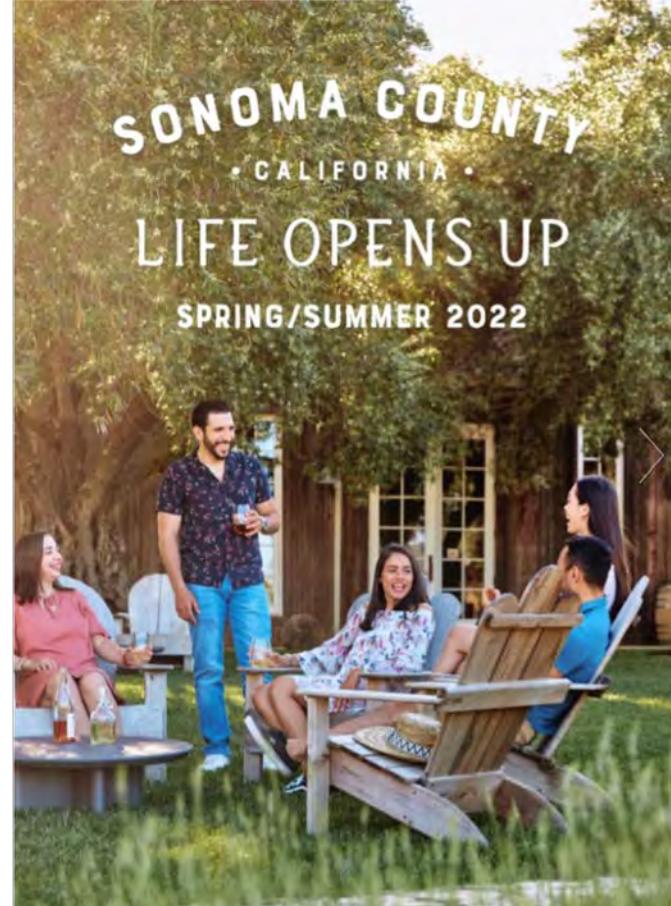
What We'll Discuss

- Current Programs
- Case Study - Sonoma County Hotel Partner
- New Product Showcase
- FY22/23 Rates
- Q&A



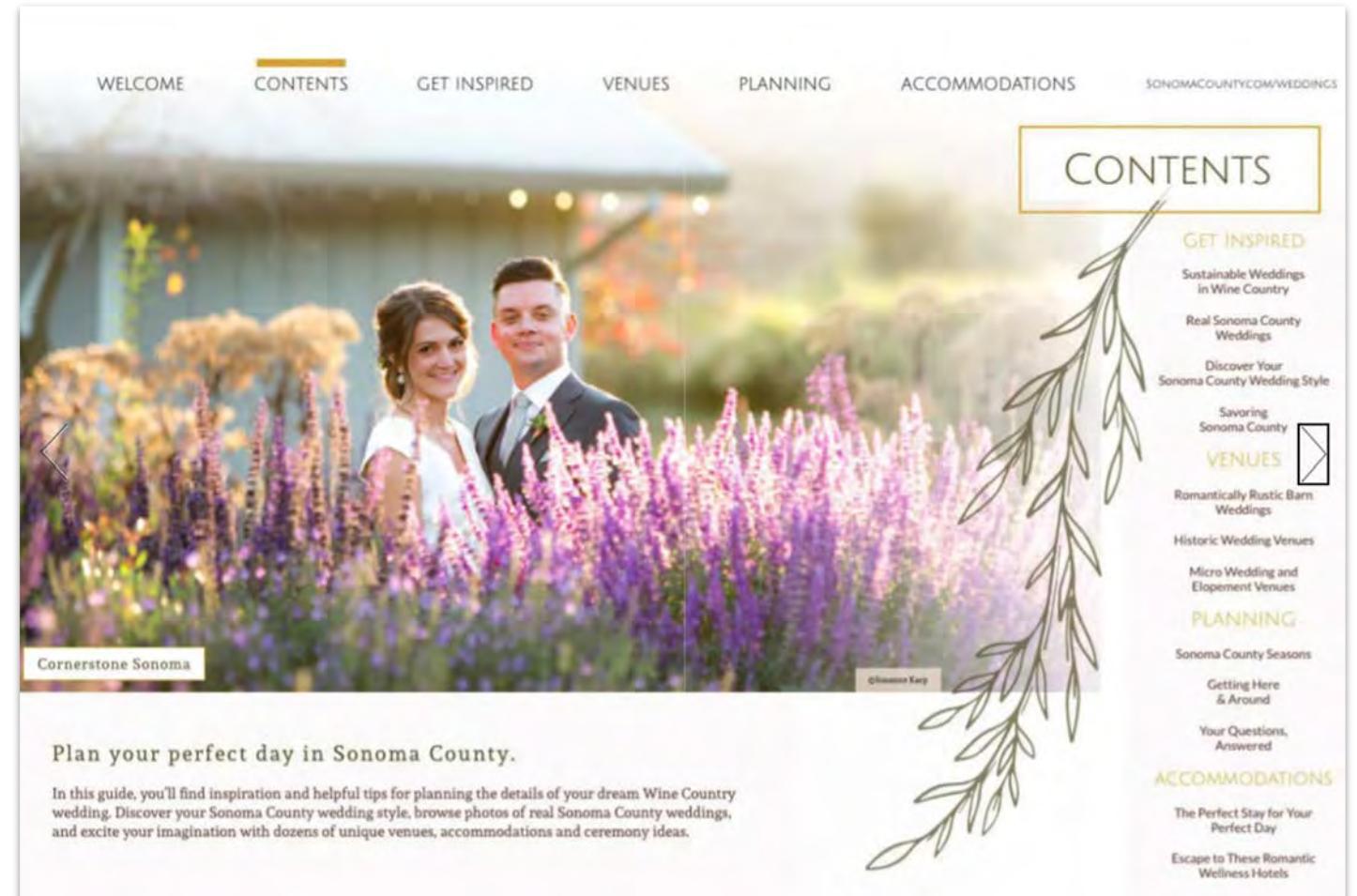
Seasonal Inspiration Guide

- 83,005 sessions
- 3,156,284 pageviews
- Over 38 pages/session
- Nearly 5 minutes spent within the guide
- Top Markets
 - California
 - Texas
 - Illinois
 - New York
 - Florida
- **Launches: March & September**



Weddings eGuide

- Captive and valuable audience
- 1,050 sessions
- Over 8 minutes spent within the guide
- Top Markets
 - California
 - Texas
 - Illinois
 - New York
 - Florida
- **Launches: May**



WELCOME CONTENTS GET INSPIRED VENUES PLANNING ACCOMMODATIONS SONOMACOUNTY.COM/WEDDINGS

CONTENTS

GET INSPIRED

- Sustainable Weddings in Wine Country
- Real Sonoma County Weddings
- Discover Your Sonoma County Wedding Style

VENUES

- Savoring Sonoma County
- Romantically Rustic Barn Weddings
- Historic Wedding Venues
- Micro Wedding and Elopement Venues

PLANNING

- Sonoma County Seasons
- Getting Here & Around
- Your Questions, Answered

ACCOMMODATIONS

- The Perfect Stay for Your Perfect Day
- Escape to These Romantic Wellness Hotels

Cornerstone Sonoma

Plan your perfect day in Sonoma County.

In this guide, you'll find inspiration and helpful tips for planning the details of your dream Wine Country wedding. Discover your Sonoma County wedding style, browse photos of real Sonoma County weddings, and excite your imagination with dozens of unique venues, accommodations and ceremony ideas.

Website Program

- **Native Advertising**
 - 2,910,888 impressions
 - Nearly 27,000 partner referrals
 - On-site CTR of 2.47%
- **Featured Business Listings**
 - Guaranteed top position on business grids
 - Visible above all other businesses within your category
- **Launch: Year Round**

Find Places to Stay

Type: List Map Search Sort by: Random A-Z

Displaying 1 - 10 of 370

FEATURED

The Sandman Hotel >

3423 Cleveland Ave, Santa Rosa, CA 95403
707-293-2100

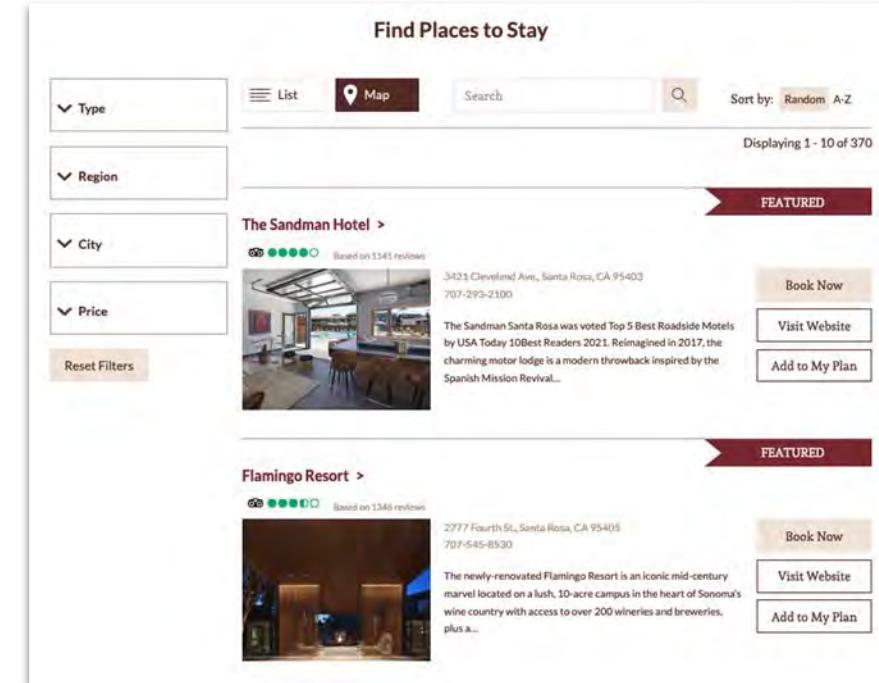
Book Now Visit Website Add to My Plan

FEATURED

Flamingo Resort >

2777 Fourth St., Santa Rosa, CA 95405
707-545-8530

Book Now Visit Website Add to My Plan



LOOKING FOR A WEDDING VENUE?

Filter our list of venues by type, region and city to find your perfect venue.

[LEARN MORE](#)

SPONSORED



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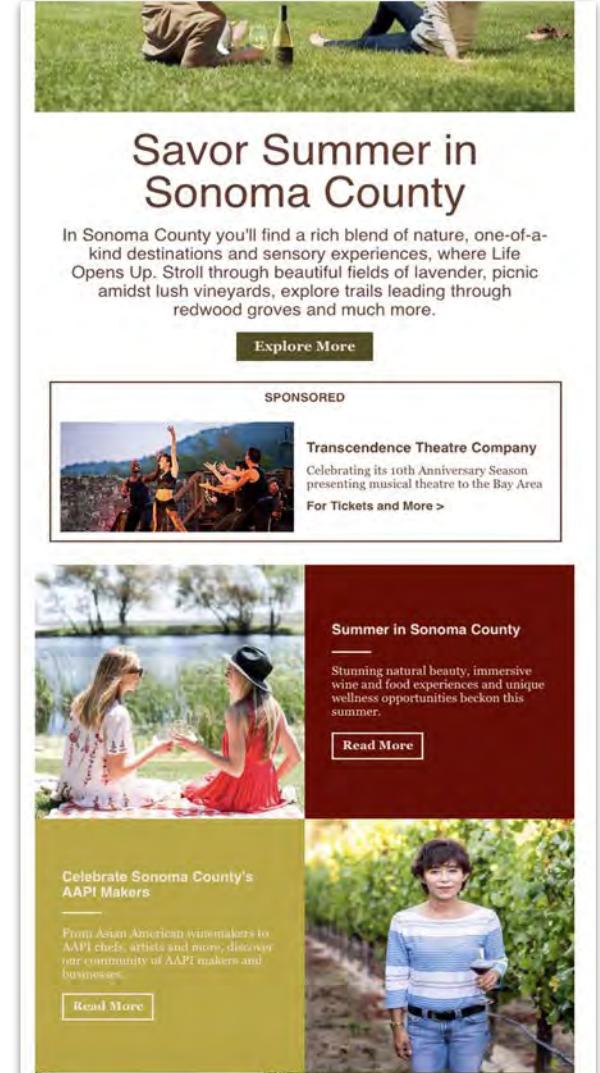
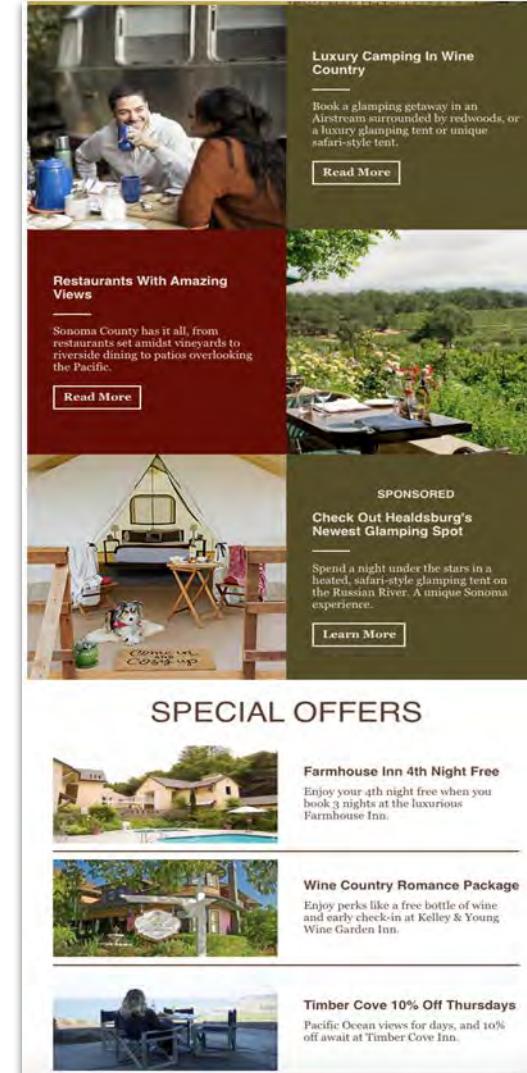
Stay Awhile ... where Wine Country Meets the Sonoma Coast!

[LEARN MORE](#)

SPONSORED

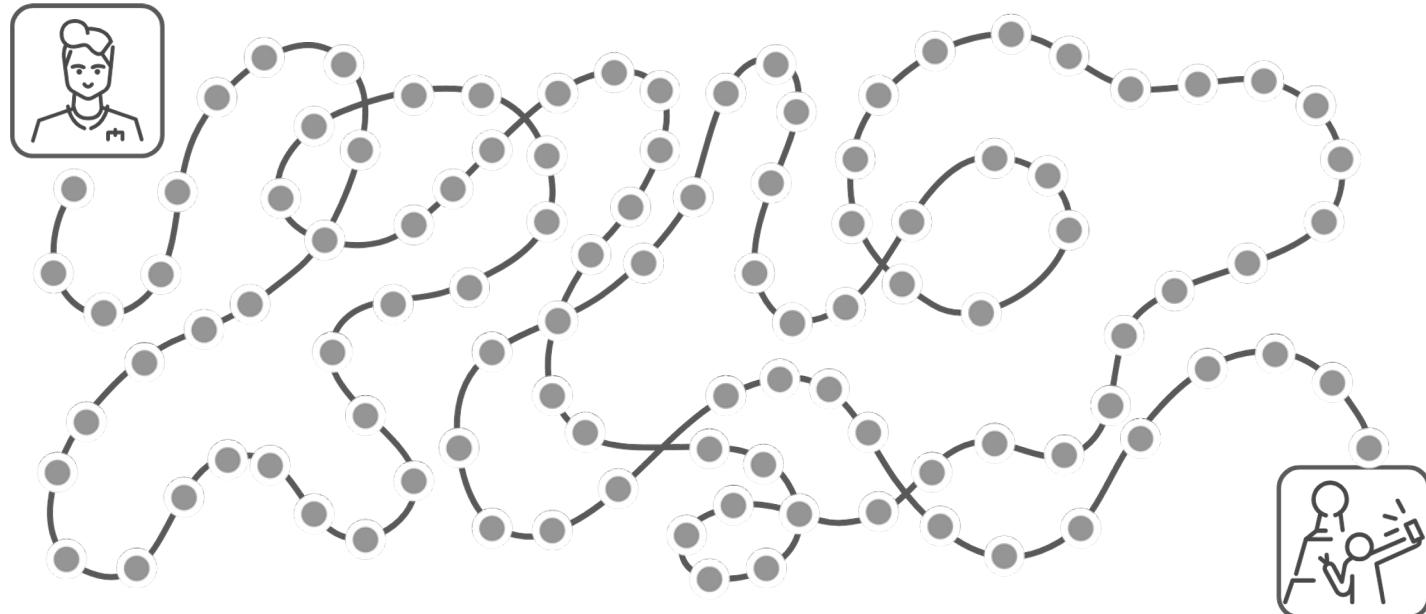
Email Marketing

- 144K opt-in subscribers
- 46.8% open rate (2x industry standard)
- 1.8% Average CTR (1.5X industry standard)
- 6,671 clicks to partners delivered to date
- Opportunities:
 - **Dedicated (1 Partner)**
 - **Co-op (3 Partners)**
 - **Monthly**
 - Sponsored Content
 - More Ideas
 - Business Listing
- **Launch: Year Round**



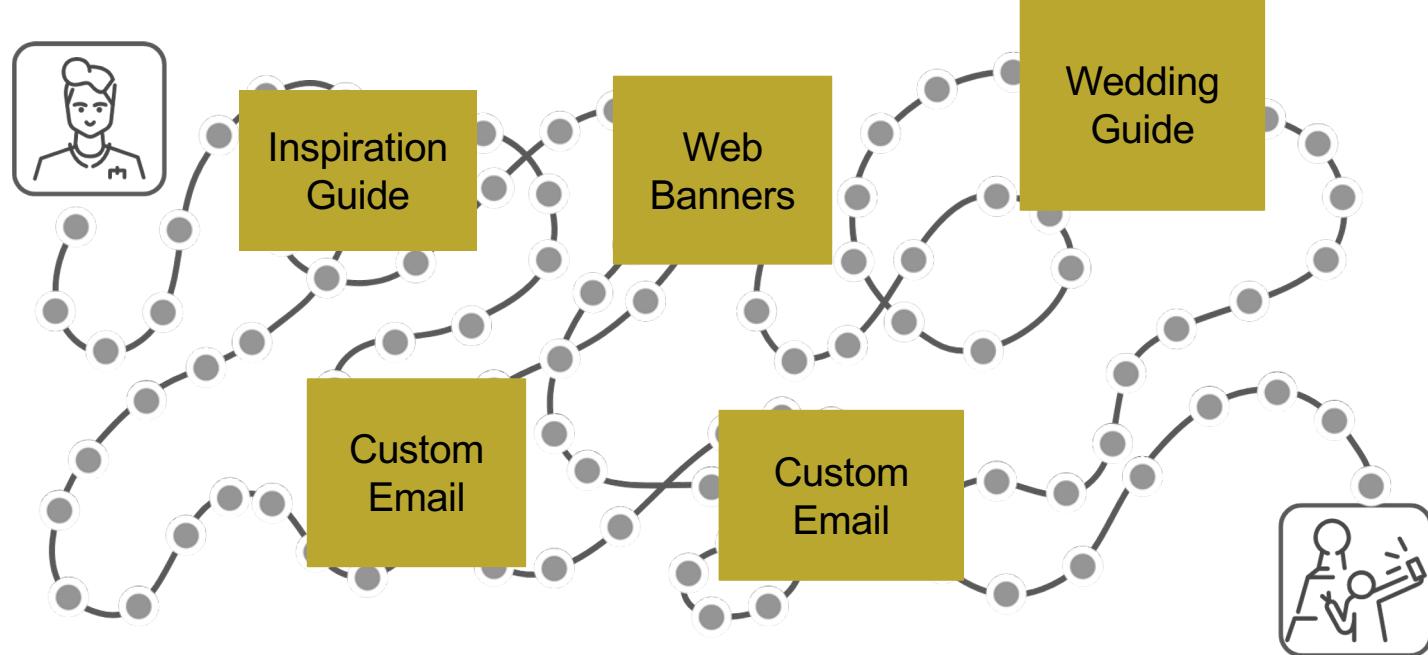
Case Study: Sonoma County Hotel Partner

- Modern advertising requires your message to be seen across channels
- Multi-Channel Approach
 - Wedding Guide
 - Inspiration Guide (x2)
 - Web Banners
 - Custom Co-Op Emails (x2)
- Generated 5,761 clicks from Sonoma County travel intenders and an estimated 500,000 impressions
 - Total cost: \$10,662
 - CPC of \$0.54



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New Video Programming

Why Video? Why Now?

- Compelling information about your business that will be available to use on owned channel (YouTube, website), paid media, and public relations
- Consumers report 95% message retention when obtained through video
- More people are consuming more video post-pandemic
- Digital video to compete with TV consumption by 2023

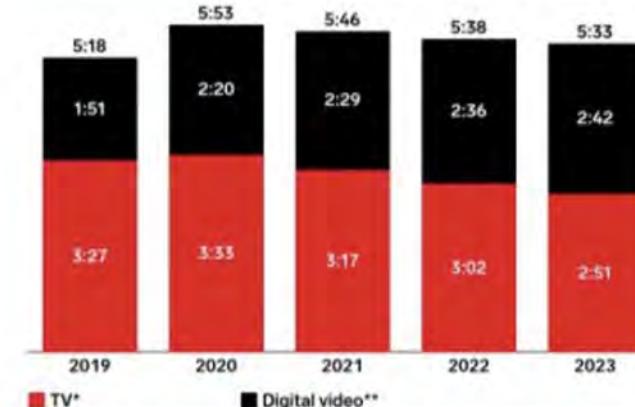
Average Time Spent with Media in the US, by Media, 2019-2023

hrs:mins per day among population

	2019	2020	2021	2022	2023
Digital	6:49	7:50	7:59	8:09	8:20
—Mobile (nonvoice)	3:45	4:16	4:23	4:29	4:35
—Audio	1:07	1:10	1:16	1:19	1:22
—Social networks	0:52	1:03	1:03	1:03	1:04
—Video*	0:42	0:49	0:51	0:53	0:55
—Other	1:05	1:15	1:13	1:14	1:14
—Desktop/laptop**	1:54	2:03	1:59	1:56	1:56
—Video*	0:23	0:26	0:26	0:25	0:25
—Audio	0:16	0:20	0:20	0:20	0:20
—Social networks	0:07	0:07	0:07	0:06	0:06
—Other	1:08	1:09	1:06	1:04	1:04
—Other connected devices	1:10	1:30	1:38	1:44	1:49

TV* vs. Digital Video**: Average Time Spent in the US, 2019-2023

hrs:mins per day among population



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; numbers may not add up to total due to rounding; *Includes live TV, DVR, and other prerecorded video such as TV programming downloaded locally from the internet; excludes digital; **Includes all video content viewed on desktop/laptop computers, mobile devices, and connected TVs, such as video streamed through over-the-top services; excludes video streamed through social networks

Source: eMarketer, April 2021

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eMarketer | InsiderIntelligence.com

New Video Opportunity About the Program

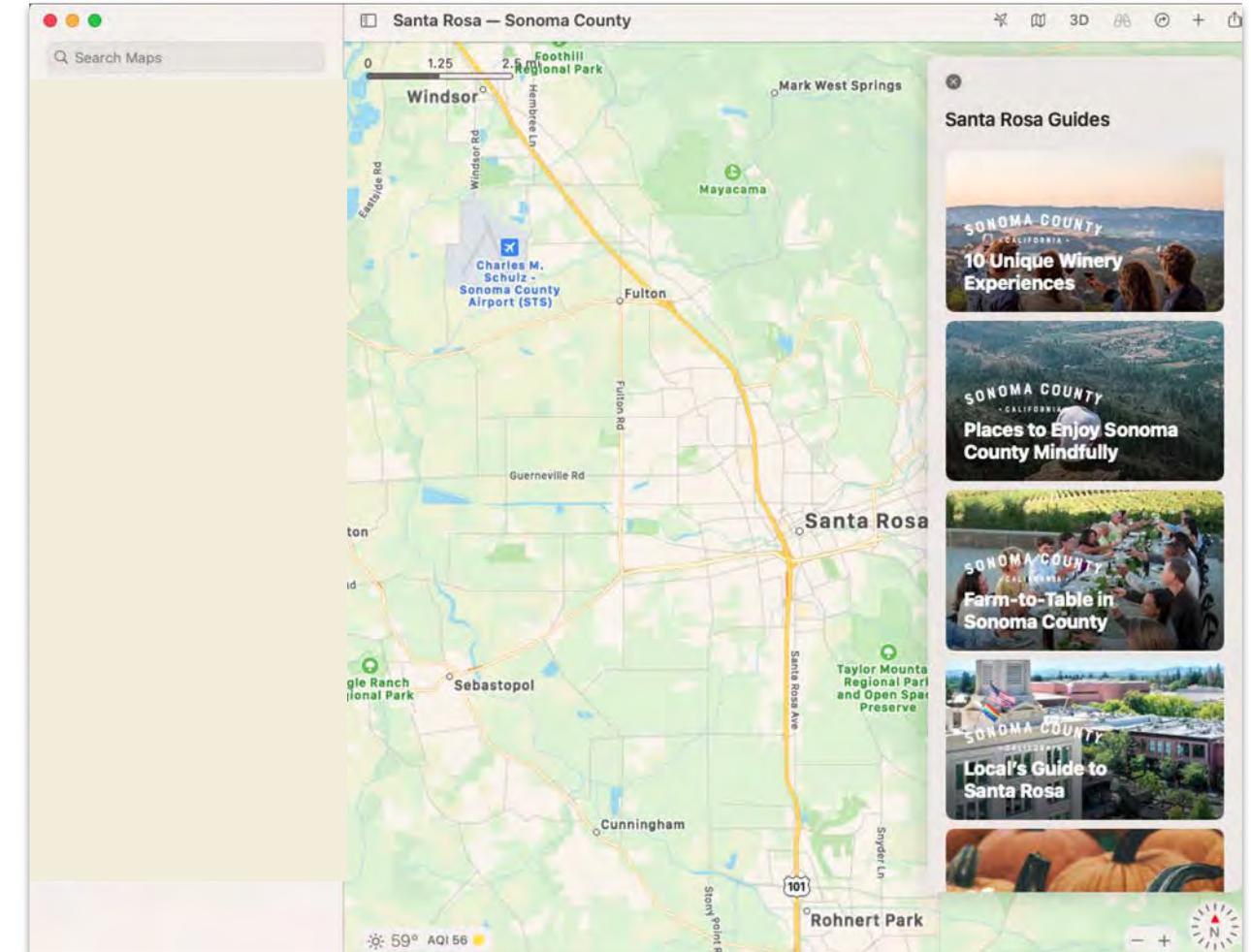
- Opportunity launches in January 2023 with two (2) shooting periods per year
 - Early Spring
 - Summer
- Deliverables
 - 1 set of 60s, 30s, 15s and 6s video
 - 2 exported versions: one with partner branding and one co-branded with SCT
 - Reusable B-Roll footage with full rights released for future use
- Co-Op packages being developed



[A Day at the Tropicana Field in St. Pete, Florida](#)

Apple Guide

- Opportunity launches in March 2023
- Through Miles approved publisher status with Apple, gain access to distribute partner messaging through Apple Maps
- Partners can participate in bi-annual Apple Guides within Apple Maps
 - March - August
 - September - February
- Co-Branded intro slide with dedicated partner information within the guide



FY 22/23 Programs

- Launch Dates
 - Web & Email: Year-Round
 - Spring/Summer IG (digital): March 2023
 - *Sales Close: February 8, 2023*
 - Map (printed): April 2023
 - *Sales Close: January 27, 2023*
 - Wedding Guide (digital): May 1, 2023
 - *Sales Close: April 11, 2023*
 - Fall/Winter IG (digital): September 2023
 - *Sales Close: August 1, 2023*
 - **NEW!** Video Program: January 2023
 - *Sales Close: TBD*
 - **NEW!** Apple Guides: March 2023
 - *Sales Close: February 2023*



FY 22/23 Rates

PROGRAM PRICING - DIGITAL PRODUCTS

DELIVERY	CPM	
Run-of-site	\$16 PER THOUSAND IMPRESSIONS (\$800 minimum)	
Targeted	\$16 PER THOUSAND IMPRESSIONS (\$900 minimum)	
MEETINGS		
MEETINGS	Rate	Partner(s)
Limited participation sponsorship program		
10 Partners Annually	\$1000	Each
TARGETING TO ALL MEETING FOCUSED CONTENT WITH RETARGETING ACROSS THE LEISURE SITE		
FEATURED BUSINESS LISTING	Rate	Partner(s)
Unlimited participation program	\$1000	Each/Yr.

PROGRAM PRICING - MULTI-CHANNEL PRODUCTS

ITEM	INVESTMENT
<i>(Costs reflect participation in one seasonal guide)</i>	
DIGITAL INSPIRATION GUIDE*	
IFC - Full	\$3,675
Page 1 - Full	\$3,675
Page 2 - Full	\$3,150
Page 3 - Full	\$3,150
Back Cover - Full	\$4,200
Half Page	\$1,800
Quarter Page	\$1,100
MAP	
Full Panel	\$4,200
Half Panel	\$2,225
DIGITAL WEDDING GUIDE	
Full Page + Website Retargeting	\$2,100
Quarter Page	\$775
Add-on Website Retargeting*	\$525
EMAIL	
Dedicated Email	\$4,200
Co-Op Email (3 Partner Minimum)	\$1,575
Sponsored Content Unit	\$1,250
More Ideas Unit	\$1,050
Featured Partner Unit	\$1,050

Partner Q&A

INTEGRATED MARKETING OPPORTUNITIES



SONOMACOUNTY.COM

EMAIL

Year-Round



INSPIRATION GUIDE

Spring/Summer: March 2023
Fall/Winter: September 2023



WEDDING GUIDE

May 2023



MAP

April 2023

Tracy has been working in travel and tourism for 18 years. Traveling the globe is her passion and some of her favorite places to visit are those with amazing cities, coastlines, and sunsets. She enjoys exploring new destinations with her family and expanding her culinary experiences. Born and raised in California, Tracy loves and embraces everything the Golden State has to offer.



FOR MORE INFORMATION CONTACT:

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Travel Media Sales & Marketing Executive
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Mobile: +1 702-445-3777
Tracy.Robbison@MilesPartnership.com

<https://www.sonomacounty.com/partners>

The Sonoma County App

Visitor Benefits:

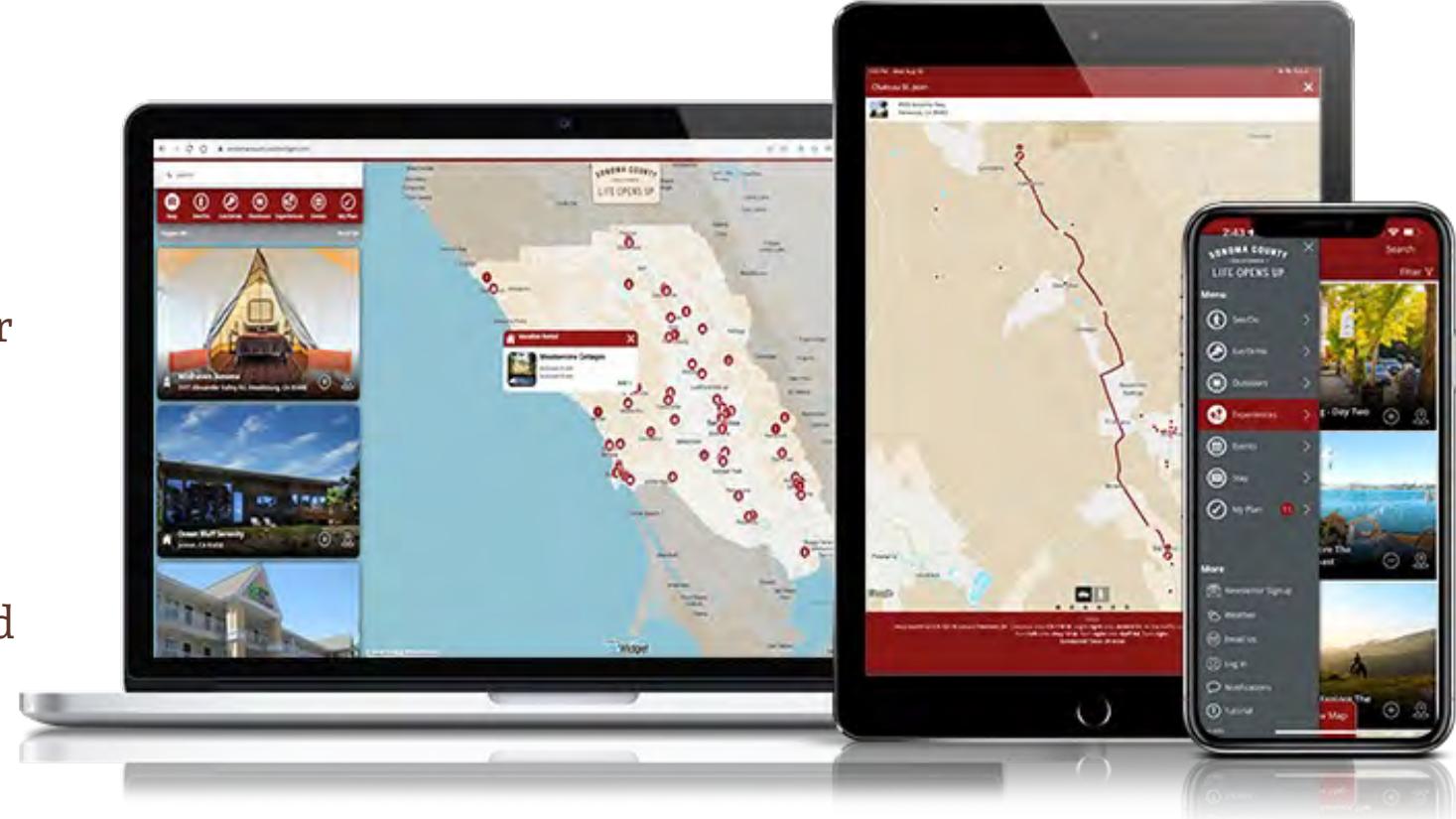
- Discover thousands of unique businesses, events & experiences.
- Quickly search any business by location, interest or activity.
- Carefully curated experiences designed to help you transform wellbeing into actually being well. Travel with intention.
- Participate in Sonoma County goals and challenges to unlock status badges and rewards.



The Sonoma County App

Partner Benefits:

- Visitors have visibility over your business across both iOS and Android on any smartphone device and on any modern browser.
- Visitors can quickly and easily call, visit or map to your business, anytime or from anywhere.
- Visitors can share your business on social, text, email or within the app to friends and family.
- Leverage first party data to track trends, spending habits and interests, powering retargeting drip email campaigns.



New Consumer Marketing Campaign

A photograph of three people walking on a wooden boardwalk in a dense forest. A woman in a red jacket and a man in a grey hoodie are looking up at the tall trees, while a man in a teal hoodie looks towards the camera. The forest is lush with green foliage and sunlight filtering through the canopy.

Messaging History & Evolution



Phased Approach



Phase 1
Invite & Inform
**We are here*



Phase 2
Communicate Impact
& Showcase
Value/Authenticity



Phase 3
Reinforce &
Reassess

Campaign Strategy

KEY INSIGHT: TRAVEL THAT MAKES YOU A BETTER HUMAN

SUPPORTING INSIGHT: TRAVELERS ARE SEEKING BALANCE

BRAND

LIFE OPENS UP

TRUTHS

BRAND TRUTHS

- Robust mix of activities and natural resources in a small area
- Community and culture with a history of preserving, protecting and respecting the land
- Unique spirit of innovation and collaboration in our makers
- Laid back luxury that is authentic and easy

HUMAN TRUTHS

I have evolved. My boundaries and priorities have changed, and I want to have experiences that matter and align with the new me, so I can be the best person I can be and live a more fulfilled, meaningful, authentic life.

CAMPAIN THEME

Pause & Effect



Pause & Effect

THE IDEA:

There is power in pause—in taking the time to reflect, connect and find the joy in even the smallest of details. Sonoma County inspires us to embrace the pause and carry these impactful moments of mindfulness forward in how we choose to play.

WHY IT WORKS:

A timeless haven for makers, chefs, artists and dreamers, pausing with purpose is in our DNA. It moves us, it sustains us, and shows in the way we treat our food and drink, our land, and our people—with appreciation and pause. We create experiences meant to be savored and empower our visitors to play in a way that celebrates the majesty of our surroundings, honors our people and the beauty of our past, and preserves and protects this special place for generations to come.

Campaign Execution

- **Key campaign messaging**
- **Paid media planning and execution**
- **Brand partnerships**
- **Events & activations**



Extended Stay Promotion

Goals: Increase length of stay, and midweek business

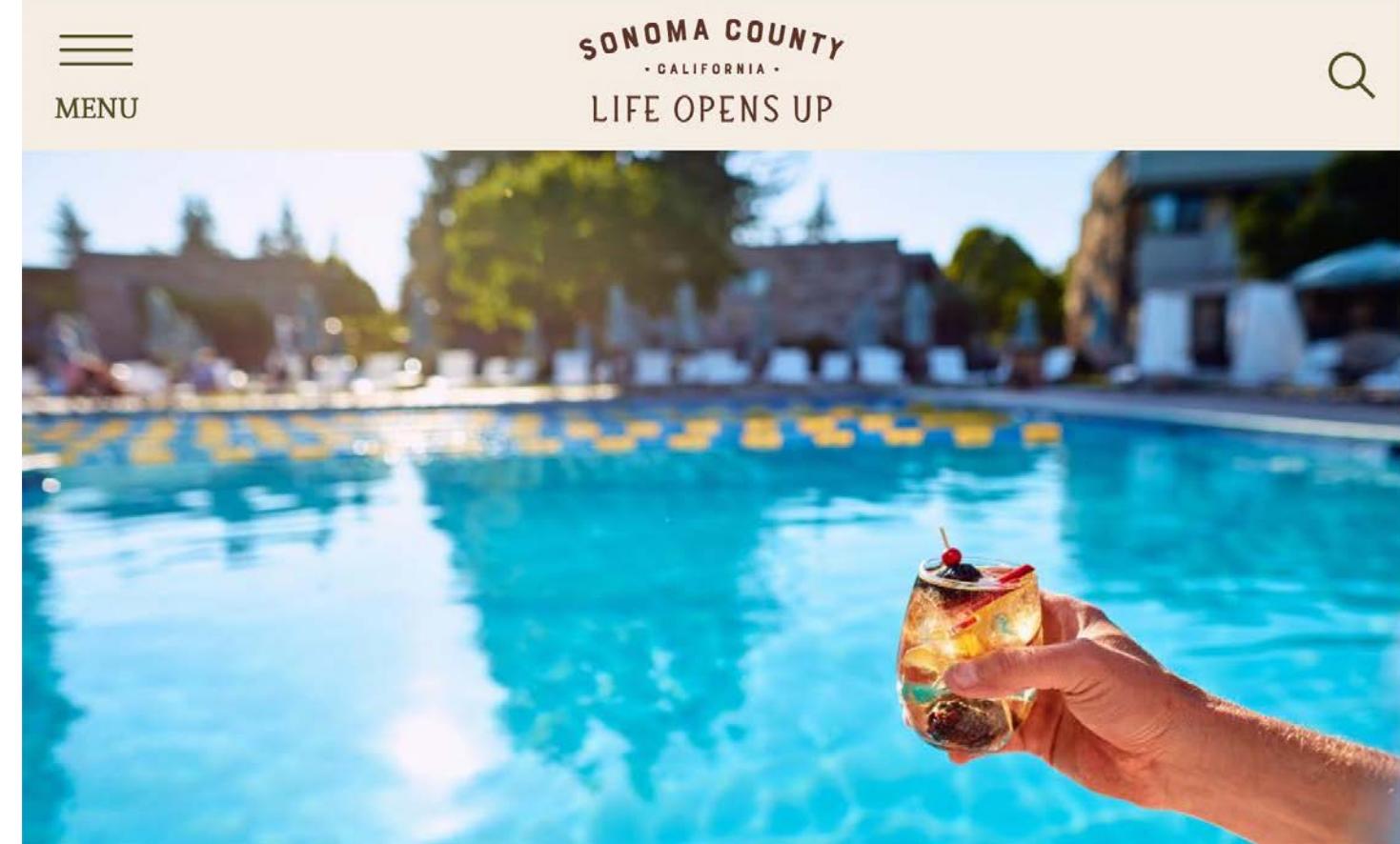
Duration: November 2022 - April 2023

Create your own terms and conditions, blackout dates, etc.

Direct link to your preferred booking site

SCT Marketing Support:

- Landing Page
- Social Media
- Paid Advertising
- Consumer eNewsletter
- Public Relations



EXTENDED STAY PROMOTION

Public Relations Opportunities

- Campaign Key Messages
- Story Ideas
- What's New



Special Offers

Provide incentives to lure visitors to your business

Partner with other businesses to create packages

How SCT markets these:

- Special offers page on website
- Public Relations
- Consumer eNewsletter



Hospitality Hub

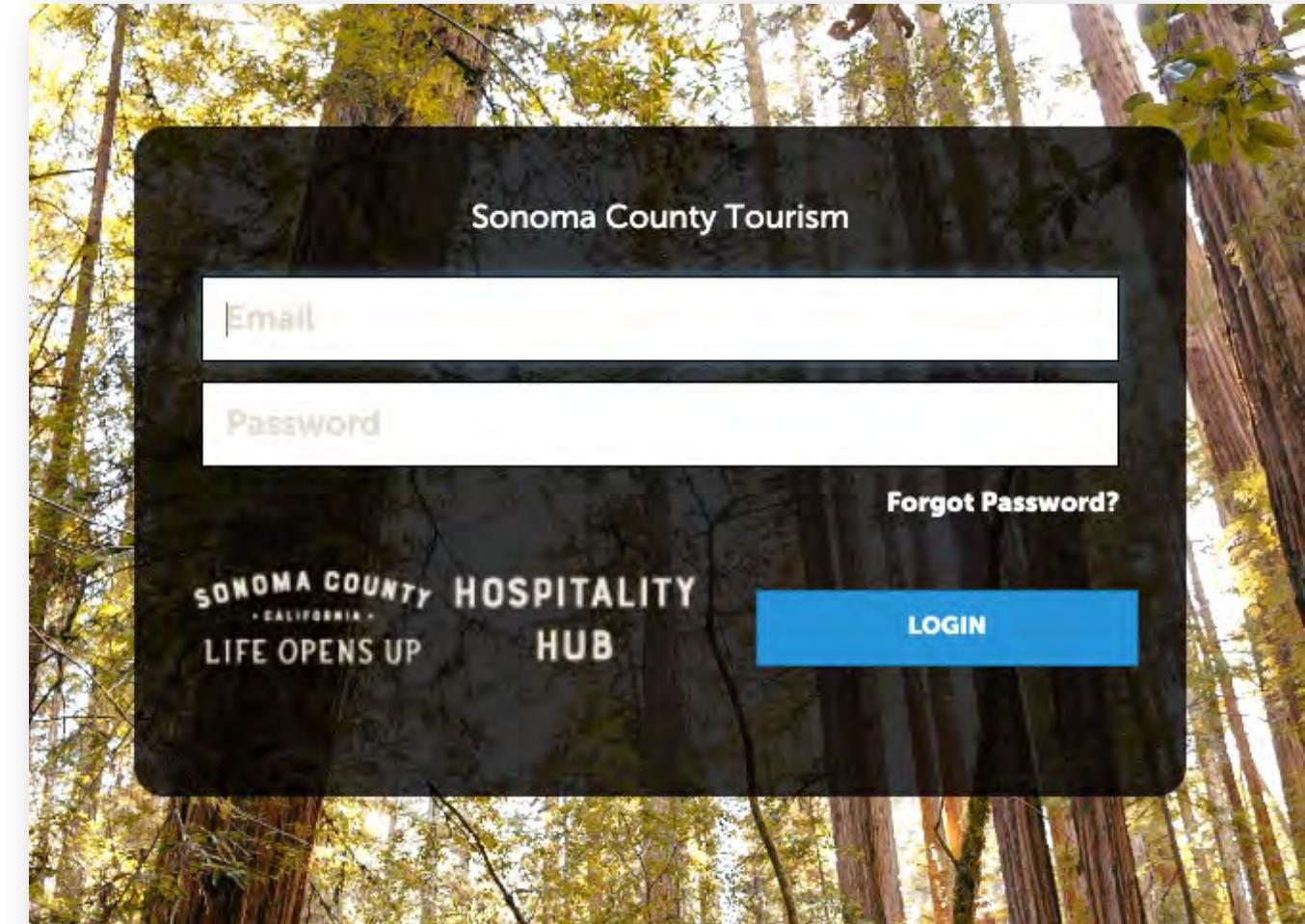
sonomacounty.com/partners/portal

Login or Create an Account

- Review your current information:
- Address
- Phone
- Email
- Hours
- Contacts
- Imagery

Contact Emma Schmitz if you need assistance:

eschmitz@sonomacounty.com



Questions & Answers

