

VANCOUVER ISLAND • VICTORIA • GULF ISLANDS

GOLF VANCOUVER ISLAND

2020 PARTNERSHIP PROGRAM

PARTNERSHIP BENEFITS

Golf Vancouver Island (GVI) is an award-winning golf destination marketing organization generating destination awareness, client-direct bookings for their partners, and supplementary bookings through their central reservation office.

Golf Vancouver Island promotes Vancouver Island as a unique golf vacation destination through award-winning multi-media marketing initiatives, attendance at industry trade shows, hosting of travel media and developing relationships with industry influencers. Golf Vancouver Island is run by a diverse board of directors and contractors that meet regularly to maintain a leading-edge approach to marketing, monitor program implementation and capitalize on opportunities as they become available. In 2019 these tactics have garnered an estimated 10 million impressions for our partners and over 100,000 visitors to golfvancouverisland.ca. Supplemental sales revenue through the Golf Vancouver Island central reservations office for 2019 are on pace to break \$1 million in vacation sales for the fourth year in a row.

The Board of Directors and Contractors continue to work diligently to maintain a leading edge approach to marketing and capitalize on opportunities as they become available, host travel media and look to engage social media influencers throughout the remainder of 2019.

Direct Benefits for all Golf Vancouver Island Partners include:

- Enhanced full page profile on the newly redesigned www.golfvancouverisland.ca.
- Advertisement in both the print version of the Vancouver Island Golf Vacations Guide, with an annual distribution of 10,000 copies, as well as an electronic version that has become increasingly popular for downloading.
- Inclusion of your facility in packages offered through GVI's Central Reservations golf vacation one-stop-shop booking service.
- Inclusion of your facility in the website's online golf vacation planning and quote engine, as well as the option to participate in Stay and Play Getaway specials and Last Minute Golf Club Offers.
- Access to the Partner's Clubhouse section of the website that includes periodic updates, upcoming events, sales statistics, and a list of the Board of Directors contact details.

Additional Benefits:

- Investment of \$280,000 per annum in marketing Vancouver Island as a golf destination, that is leveraged with an additional \$40,000 through the Destination BC Cooperative Advertising program to a total of \$320,000.
- Professional representation at the Vancouver Golf & Travel show, as well as representation at the International Association of Golf Tour Operators — North America Convention through the British Columbia Golf Marketing Alliance.
- Print advertising in various publications, such as: *WestJet Magazine*, *SCOREGolf Magazine*, *The Vancouver Sun*, *The Province*, *Calgary Sun*, *Edmonton Journal*, *Alberta Golfer*, *Tourism Vancouver Island*, and *Tourism Victoria Vacation Guide*.
- Online advertising through Search Engine Marketing, display acquisition and remarketing ads and Video ads, hellobc.com, tourismvictoria.com, vancouverisland.travel, as well as targeted social media advertising.
- Television advertising in BC and Alberta and across Canada.
- Electronic newsletter distribution to 26,000+ subscribers.
- Social media engagement on Facebook, Instagram, Twitter, YouTube, as well as Golf Vancouver Island's blog.
- Editorial and destination features on Golf Vancouver Island through media relations activities including independent visit coordination, press relations and on going media communication.
- Content development through a local golf ambassador and hosting of golf travel influencers
- Participation in the British Columbia Golf Marketing Association (BCGMA), focused primarily on mid-haul market development in California, as well as Texas and Arizona.
- Golf Group sales outreach to travelling golf groups from California
- Advertising Opportunity within Emerald Club Newsletter to showcase your business to a targeted golf travel database

Primary Markets: Greater Vancouver | Alberta

Secondary Markets: California | Vancouver Island | Ontario



For more information contact Patrick Meagher, Golf Vancouver Island 250-388-4650

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PARTNERSHIP LEVELS, REQUIREMENTS, AND RATES

GOLF COURSES

BENEFITS:

All of the Golf Vancouver Island Partnership benefits as outlined on the first page.

REQUIREMENTS:

- Golf courses are required to provide the GVI central reservation office a net rate reflective of 20% off the regularly published rates and 10% off any discounted rates that are available to the general public. The requirement for 10% off the discounted rate will not apply to Groupon or other deep-cut programs or for bookings within 48 hours of the day of travel.

- Contribution of 450 rounds to the Vancouver Island Golf Trail Card.
- It is a partnership requirement to link your website to golfvancouverisland.ca.

RATES:

Full Page Advertorial including imagery 'Early Bird Rate'.....\$2,995+GST
 Full Page Advertorial including imagery after Sept 30..... \$3,295+GST
 New Golf Course Partner* Initiation Fee..... \$5,000+GST
 Golf Course Online Directory Listing & Link Only
 (included for VI Golf Trail Courses)..... \$995+GST

**A golf course is considered new if they were not a partner in the previous year.*

ACCOMMODATION AND TRANSPORTATION

BENEFITS:

All of the Golf Vancouver Island Partnership benefits as outlined on the first page.

REQUIREMENTS:

- Accommodation and transportation partners are required to provide the GVI central reservation office a net rate reflective of 20% off the rate utilized in the hotel golf package construction and 10% off any discounted rates that are available to the general public. The requirement for 10% off the discounted rate will not apply to Groupon, Couvon or other deep-cut programs or for bookings within 48 hours of the day of travel. Provision of this pricing structure will allow GVI to sell each partner's golf package at the same level as the accommodator directly and still permit for commissions to travel agents and golf wholesalers.
- When special promotional rate incentives are implemented, please communicate these offers to GVI and in exchange for 10% commission; we can post them on our Steals and Deals page of the website, averaging 2,500 page views per month and include them in our E-Newsletter with distribution of over 26,000.

- To facilitate ease of packaging with multiple partners, hotel partners are asked to have their FIT packaging low season with the Golf Vancouver Island central bookings office end no earlier than April 30th and begin no later than November 1st. This stipulation is needed for the GVI office only. Hotels can of course set any other FIT rates and seasons with any other operators as they see fit.
- It is a partnership requirement to link your website to golfvancouverisland.ca.

RATES:

1/2 page 'Early Bird Rate'.....\$2,195+GST
 1/2 page after Sept 30\$2,495+GST
 Full page\$3,995+GST

DESTINATION MARKETING ORGANIZATIONS

BENEFITS:

Golf Vancouver Island offers Vancouver Island community and region destination marketing organizations a partnership opportunity to leverage your investment 65X into a year-round high-yield golf sector marketing program for your area.

Benefits include all of the Golf Vancouver Island Partnership benefits as outlined on the first page, with the exception of inclusion in the website's online quote engine.

Full page "Featured Island Community" advertorial in the 2020 Vancouver Island Golf Vacation Guide. Distribution 10,000.

Enhanced website content inclusion on golfvancouverisland.ca's trip planning section, including a minimum of three outbound links to DMO website.

Feature inclusion as a "Must Visit Island Community" advertorial in one scheduled Golf Vancouver Island Emerald Club newsletter with distribution

to 26,000+ members, with Call to Action of featured section on golfvancouverisland.ca or to dedicated landing page on DMO's website.

Distribution of DMO vacation guides at Golf Vancouver Island attended consumer golf shows, as well as inclusion in booking fulfillment / welcome packages.

Golf media hosting opportunities.

REQUIREMENTS:

- It is a partnership requirement to link your website back to golfvancouverisland.ca

RATES:

Full page\$4,995+GST
 Inside or back cover\$5,995+GST



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PARTNERSHIP LEVELS, REQUIREMENTS, AND RATES

REAL ESTATE

BENEFITS:

All of the Golf Vancouver Island Partnership benefits as outlined on the first page, with the exception of the website's golf vacation planning and quote engine. PLUS one focused "Island Living" advertorial messaging in Emerald Club newsletter with Call to Action of all real estate opportunities page on golfvancouverisland.ca.

Golf Vancouver Island will offer a maximum of 4 real estate partnerships for the 2020 season, available on a first come, first serve basis.

REQUIREMENTS:

- It is a partnership requirement to link your website to golfvancouverisland.ca

RATES:

1/2 page 'Early Bird Rate'	\$2,995+GST
1/2 page after Sept 30	\$3,295+GST
Full page	\$3,995+GST
Back cover	\$5,995+GST

Complementary
Island Activities

BENEFITS:

Golfers partake of much more than golf, accommodation and transportation during their golf vacations; in fact their average daily spending is amongst the highest of all tourism classifications. Golf Vancouver Island offers all complementary activities such as golf academies, spas, fishing charters, wine tours, restaurants, etc the opportunity to reach out to vacationing golfers through our comprehensive marketing plan.

REQUIREMENTS:

- Golf Academies must be located at a Golf Vancouver Island golf course partner facility.
- Spas must be located at either a Golf Vancouver Island golf course or accommodation partner facility.
- It is a partnership requirement to link your website to golfvancouverisland.ca.

RATES:

1/6 page	\$895+GST
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GOLF VANCOUVER ISLAND 2020 PARTNERSHIP PROGRAM

PARTNERSHIP AGREEMENT & WEBSITE CONTENT FORM — TO BE COMPLETED BY ALL

1 Company Name: _____
Contact Name: _____ Title: _____
Address: _____

Phone: _____ Fax: _____
Email: _____
Authorized Signature: _____ Date: _____
Ad Size: _____ Rate: _____
GST: _____
Total: _____

2 It is a partnership requirement to link your website to golfvancouverisland.ca.
Please provide the url where the link will be placed on your site: _____

3 **FEATURED GOLF COURSE PARTNERS** of the Vancouver Island Golf Trail, please complete page 6.

4 **ACCOMMODATION BEST AVAILABLE RATE DISCOUNT** Accommodation partners can offer our 450 Vancouver Island Golf Trail Card holders 20% off their best rate available to encourage overnight stays while they are trailblazing! Please check if you would like to be included in the offer. Y N

5 **DATABASE MARKETING** opportunities for 2020 to Golf Vancouver Island's 26,000 subscribers available on page 4.

6 **New partners** will be contacted by Golf Vancouver Island's Director of Marketing, to create their golf vacations guide and online profiles.

7 **Renewing partners, please complete the remainder of the form.**

a) I have reviewed the website content for my business Y N

b) The existing text is correct for the 2020 season Y N

If no, email revisions in a MS WORD document to marketing@golfvancouverisland.ca, or indicate below.

c) The existing photos are correct for the 2020 season Y N

If no, please email new photos (72dpi; Recommend size: 3840px X 2160px. Minimum size: 1920px X 1080px) to marketing@golfvancouverisland.ca.

d) I have the necessary photo rights to allow GVI to publish existing photos and/or new submissions on-line.

Y N Signature _____

8 Please send your completed agreement via email to patrick@golfvancouverisland.ca or fax to 250-383-4653.

An invoice will be forthcoming upon receipt of your agreement. Your agreement must be received by October 31, 2019 to confirm participation in our 2020 Golf Vancouver Island program.



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EMERALD CLUB NEWSLETTER ADVERTISING

Golf Vancouver Island has a targeted, golf travel-focused database that receives a minimum of eight emails annually. The database size for the Emerald Club newsletter is in excess of 26,000 individuals. For 2020, Golf Vancouver Island Partners have the opportunity to reach this audience through a variety of options.

Content Sponsorship: Within one of the 8 scheduled Emerald Club newsletters sent by Golf Vancouver Island. Includes: 600px X 300px @ 72dpi graphic/image and up to 100 words of text and call to action link. Cost: \$595 + GST

Dedicated Eblast: Advertiser specific, dedicated email communication to Golf Vancouver Island's Emerald Club newsletter database (26,000+). Maximum 8 available. Cost: \$995 + GST

NOTE: Feature ads may not present golf packages or hotel stays unless the call to action is golf Vancouver Island Central Reservations. Contesting, brand awareness, special events, product information are all permissible forms of advertising.

1

Information for Golf Vancouver Island:

Name of Business: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

New Ad

2

Requested Distribution Period — Please indicate desired month for your ad.

Limited to maximum eight advertisers.

November December January February March April May June July August

3

Ad Creative — Artwork (graphics & text) is to be submitted to Golf Vancouver Island (marketing@golfvancouverisland.ca):

4

I have the necessary photo rights to allow Golf Vancouver Island to publish existing photos in the Golf Vancouver Island Emerald Club newsletter.

Y N Signature _____

Please send information and ad material to: Golf Vancouver Island

Email: marketing@golfvancouverisland.ca

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VANCOUVER ISLAND GOLF TRAIL CARD CONTRACT 2020

TERMS & CONDITIONS

- All Golf Vancouver Island Partner Golf Courses will contribute 450 rounds to the Vancouver Island Golf Trail Card Program for 2020.
- Funds raised through the sale of the Vancouver Island Golf Trail Card will be used toward the promotion of golf vacations to Vancouver Island according to the approved Golf Vancouver Island marketing budget. The retail cost for the cards will be determined by the Golf Vancouver Island Board of Directors.
- Each course will abide by the following restrictions placed upon the card:
 1. The card can be redeemed for play only during the year that is displayed on the card.
 2. During the low season, Jan 1 – March 31 and Oct 1 – Dec 31, there will be no time-of-day restrictions for play.
 3. During the high season, April 1 – Sept 30, the courses will restrict redemption to tee times after 1 p.m.
 4. Preferred tee times (prior to 1 p.m.) may be available to cardholders at the golf courses discretion for a nominal fee (to be established by and paid to individual golf courses).
 5. Card holders may book tee times up to seven days prior to date of play in the low season and five days prior to play in the high season.
 6. Golf courses will offer a 20% off regular priced soft goods from the golf shop upon presentation of the Vancouver Island Golf Trail Card.
 7. Accommodation partners may opt in to provide 20% off their best available rate.
 8. Redemption Vancouver Island Golf Trail Card rounds may not be used in conjunction with any other promotion or tournament.
 9. Bear Mountain Resort redemption will be 450 rounds on The Valley Course from May 1 – Sept 30 and another 450 rounds on The Mountain Course Oct 1 – April 30. Power carts are mandatory at Bear Mountain, and as such a power cart fee will be applicable upon arrival. The time of day and booking policy above also applies to these rounds.
- Any independent changes to redemption restrictions that are contrary to the agreement will preclude that partner from renewing their partnership in Golf Vancouver Island.
- Golf courses will track and report redemption of Vancouver Island Golf Trail Card rounds to GVI upon request.
- Participation in the Vancouver Island Golf Trail Card Program is a mandatory requirement of partnership in Golf Vancouver Island.

Please Print Legibly

I, _____, acting as representative of _____, agree to abide by the terms & conditions of the Vancouver Island Golf Trail Card Program, as outlined in this document, and honour all Vancouver Island Golf Trail Card rounds redeemed in 2020.

Signed: _____ Date: _____

Name: _____ Title: _____

Please return completed agreement to Patrick Meagher, Golf Vancouver Island

Email: patrick@golfvancouverisland.ca or Fax: 250.383.4653

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GOLF COURSE FORM

Information for Page One:

Name of Golf Course: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

New Course Repeat 2019 (No Changes) Repeat 2019 with Changes

1

Contact information to be included in the magazine:

Tel: _____ Toll Free: _____ Website: _____

2

Yardage & Slope:

Course Architect: _____ Par: _____

Tee: _____ Yardage: _____ Slope: _____ Rating: _____

Tee: _____ Yardage: _____ Slope: _____ Rating: _____

Tee: _____ Yardage: _____ Slope: _____ Rating: _____

Tee: _____ Yardage: _____ Slope: _____ Rating: _____

3

Text to supply (Email or attach a separate sheet)

Amenities — 30-word description of your amenities.

4

Photo — One horizontal photo 6" w x 4" h. Digital photos must be 300dpi, CMYK.

5

I have the necessary photo rights to allow Golf Vancouver Island and Page One Publishing to publish existing photos and/or new submissions in the 2020 Golf Vacations Guide and on-line.

Y N **Signature** _____

Please fax this form and send ad material to: Page One Publishing
580 Ardersier Road, Victoria, BC V8Z 1C7 Tel 250-595-7243 Fax 250-595-1626
Toll Free 1-866-595-7243 ads@pageonepublishing.ca www.pageonepublishing.ca



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ACCOMMODATION ADVERTISING FORM

Information for Page One:

Name of Business: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

New Ad Repeat 2019 Ad (No Changes) Repeat 2019 Ad with Changes

1

Contact information to be included in your ad:

Address: _____

City: _____ Postal Code: _____

Tel: _____ Toll Free: _____ Fax: _____

Email: _____

Website: _____

2

The Golf Vacations Guide ads — Please supply the following artwork to Page One Publishing:

a) **Photo** — One horizontal photo 6" w x 4" h. Digital photos must be 300dpi, CMYK.

b) **Logo** — Colour or b&w. If supplying the logo digitally, it should be an Illustrator eps file.

3

Text to supply (Email or attach a separate sheet):

a) **Text** — 65 words

b) **Top 5 Amenities** — Point form, up to 25 words

c) **Optional** — Include your tag line or slogan

4

I have the necessary photo rights to allow Golf Vancouver Island and Page One Publishing to publish existing photos and/or new submissions in the 2020 Golf Vacations Guide and on-line.

Y N **Signature** _____

Please fax this form and send ad material to: Page One Publishing
580 Ardersier Road, Victoria, BC V8Z 1C7 Tel 250-595-7243 Fax 250-595-1626
Toll Free 1-866-595-7243 ads@pageonepublishing.ca www.pageonepublishing.ca



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TRANSPORTATION ADVERTISING FORM

Information for Page One:

Name of Business: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

New Ad Repeat 2019 Ad (no changes) Repeat 2019 Ad with Changes

1

Contact information to be included in your ad:

Address: _____

City: _____ Postal Code: _____

Tel: _____ Toll Free: _____ Fax: _____

Email: _____

Website: _____

2

The Golf Vacations Guide ads — Please supply the following artwork to Page One Publishing:

a) **Photo** — One horizontal photo 7" w x 3" h. Digital photos must be 300dpi, CMYK.

b) **Logo** — Colour or b&w. If supplying the logo digitally, it should be an Illustrator eps file.

3

Text to supply (Email or attach a separate sheet):

a) **Text** — Please supply one of the following:

Option 1: 40 words of text and highlight 4 services

Option 2: 70 words

b) **Optional** — Include your tag line or slogan

4

I have the necessary photo rights to allow Golf Vancouver Island and Page One Publishing to publish existing photos and/or new submissions in the 2020 Golf Vacations Guide and on-line.

Y N **Signature** _____

Please fax this form and send ad material to: Page One Publishing
580 Ardersier Road, Victoria, BC V8Z 1C7 Tel 250-595-7243 Fax 250-595-1626
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COMPLEMENTARY ACTIVITIES FORM

Information for Page One:

Name of Business: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

New Ad Repeat 2019 Ad (No Changes) Repeat 2019 Ad with Changes

1

Contact information to be included in your ad:

Address: _____

City: _____ Postal Code: _____

Tel: _____ Toll Free: _____ Fax: _____

Email: _____

Website: _____

2

The Golf Vacations Guide ads — Please supply the following artwork to Page One Publishing:

a) **Photo** — One photo 2.5" w x 2" h. Digital photos must be 300dpi, CMYK.

b) **Logo** — Colour or b&w. If supplying the logo digitally, it should be an Illustrator eps file.

3

Text to supply (Email or attach a separate sheet):

a) **Text** — Approx. 50 words

4

I have the necessary photo rights to allow Golf Vancouver Island and Page One Publishing to publish existing photos and/or new submissions in the 2020 Golf Vacations Guide and on-line.

Y N **Signature** _____

Please fax this form and send ad material to: Page One Publishing
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Toll Free 1-866-595-7243 ads@pageonepublishing.ca www.pageonepublishing.ca

