

GOLF VANCOUVER ISLAND 2021 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 multimedia 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. Throughout 2020, amidst the global COVID-19 pandemic, these tactics garnered an estimated 10 million impressions for our partners and over 110,000 visitors to golfvancouverisland.ca. Supplemental sales revenue through the Golf Vancouver Island central reservations office for 2020 have been a challenge given travel restrictions, however a strong July & August push resulted in over \$600,000 worth of direct bookings to our partner properties.

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, generate new photo and video assets and look to engage social media influencers throughout 2021.

Direct Benefits for all Golf Vancouver Island Partners include:

- Enhanced full page profile on golfvancouverisland.ca.
- Advertisement in the Vancouver Island Golf Vacations Guide digital magazine.
- Inclusion of your facility in the website's online golf vacation planning and quote engine.
- Option to participate in Stay and Play Getaway specials and Last Minute Golf Club offers.
- Inclusion of your facility in packages offered through GVI's Central Reservations golf vacation one-stop-shop booking service.
- 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 \$315,000 in marketing Vancouver Island as a golf destination, that is leveraged with an additional \$39,000 through the Destination BC Cooperative Advertising program to a total of \$355,000.
- Professional representation at golf consumer shows, as well as representation at the International Association of Golf Tour Operators – North America Convention through the British Columbia Golf Marketing Alliance. (If they proceed)
- 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 Destination Greater Victoria Vacation Guide.
- Online advertising through search engine marketing, display acquisition and remarketing ads, video ads and targeted social media advertising on Facebook & Instagram plus helloworldbc.com, tourismvictoria.com, vancouverisland.travel
- National television advertising on PGA Tour programming
- Electronic newsletter distribution to 29,000+ subscribers PLUS targeted EDM initiatives.
- Social media community engagement on Facebook, Instagram, Twitter, & YouTube
- 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 including blogging and 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 domestic market development in Ontario.
- Direct Sales outreach to travelling golf groups
- Advertising opportunity within Emerald Club Newsletter to showcase your business to a targeted golf travel database

Primary Markets: BC's Lower Mainland | Alberta | Vancouver Island

Secondary Markets: Ontario | Prairies



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

GOLF VANCOUVER ISLAND 2021 PARTNERSHIP PROGRAM

PARTNERSHIP LEVELS, REQUIREMENTS, AND RATES

GOLF COURSES

BENEFITS:

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

REQUIREMENTS

- Golf Course 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.....	\$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 there 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. 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 29,000.
- 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	\$2,495+GST
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COMPLEMENTARY 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, breweries, 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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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 quote engine.

1/2 page real estate advertisement in the 2021 Vancouver Island Golf Digital Vacation Guide.

Enhanced website content inclusion on golfvancouverisland.ca under the Plan Your Trip section of "Island Living"

Dedicated Eblast for your real estate message to Golf Vancouver Island's Emerald Club newsletter database (29,000+)

Golf Vancouver Island will offer a maximum of 4 real estate partnerships, 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	\$3,295+GST
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GOLF VANCOUVER ISLAND 2021 PARTNERSHIP PROGRAM

PARTNERSHIP LEVELS, REQUIREMENTS, AND RATES

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 golf vacation online quote engine.

Full page "Featured Island Community" advertorial in the 2021 Vancouver Island Golf Digital Vacation Guide.

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 29,000+ subscribers, with Call to Action of featured section on golfvancouverisland.ca or to dedicated landing page on DMO's website.

Dedicated Eblast for your community message to Golf Vancouver Island's Emerald Club newsletter database (29,000+).

Golf media hosting opportunities

REQUIREMENTS

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

RATES

Full page..... \$4,995+GST



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GOLF VANCOUVER ISLAND 2021 PARTNERSHIP PROGRAM

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

1 Company Name: _____
Contact Name: _____ Title: _____
Address: _____
Phone: _____ Fax: _____
Email: _____
Ad Size: _____ Rate: _____
GST: _____
Total: _____
Authorized Signature: _____ Date: _____

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 pages 6 & 7.

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

5 DATABASE MARKETING opportunities for 2021 to Golf Vancouver Island's 29,000 subscribers available on page 5.

6 New partners will be contacted by Golf Vancouver Island Marketing team to create their golf vacation guide and online profile

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 2021 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 2021 season Y N

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

d) I have the necessary photo rights to allow Golf Vancouver Island to publish existing photos and/or new submissions on-line. Y N Signature: _____

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, 2020 to confirm participation in our 2021 Golf Vancouver Island program.



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

GOLF VANCOUVER ISLAND 2021 PARTNERSHIP PROGRAM

EMERALD CLUB NEWSLETTER ADVERTISING

Golf Vancouver Island has curated a targeted, golf travel-focused email marketing database that receives a minimum of eight emails annually. The database size for the Emerald Club newsletter is in excess of 29,000 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 (29,000+). Maximum 8 available. Cost: \$995 + GST

Please Note: Content Sponsorship 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. Assignments will be based on date of receipt.
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 Marketing
Email: marketing@golfvancouverisland.ca



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

GOLF VANCOUVER ISLAND 2021 PARTNERSHIP PROGRAM

GOLF COURSES ONLY - VANCOUVER ISLAND GOLF TRAIL CARD 2021 AGREEMENT

TERMS & CONDITIONS

- All Golf Vancouver Island Partner Golf Courses will contribute 450 rounds to the Vancouver Island Golf Trail Card Program for 2021.
- 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 Trail 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 2021.

Signed: _____ Date: _____

Name: _____ Title: _____

Please return completed agreement to Patrick Meagher, Golf Vancouver Island
Email: patrick@golfvancouverisland.ca or Fax: 250.383.4653



GOLF VANCOUVER ISLAND 2021 PARTNERSHIP PROGRAM

GOLF COURSE ADVERTISING FORM

1

Information For Golf Vancouver Island & Page One

Name of Golf Course: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

New Course Repeat 2020 (No Changes) Repeat 2020 with Changes

2

Contact information to be included in the magazine:

Tel: _____ Toll Free: _____ Website: _____

3

Yardage & Slope:

Course Architect: _____ Par: _____

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

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

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

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

4

Text to supply (Email or attach a separate sheet) Amenities — 30-word description of your amenities.

5

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

6

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 2021 Golf Vacations Guide and online at golfvancouverisland.ca.

Y N Signature _____

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

GOLF VANCOUVER ISLAND 2021 PARTNERSHIP PROGRAM

ACCOMMODATION ADVERTISING FORM

1

Information For Golf Vancouver Island & Page One

Name of Business: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

New Ad Repeat 2020 (No Changes) Repeat 2020 with Changes

2

Contact information to be included in your ad:

Address: _____

City: _____ Postal Code: _____

Tel: _____ Toll Free: _____ Fax: _____

Email: _____

Website: _____

3

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.

4

Text to supply (Complete on page, email or attach a separate sheet):

a) Text (65 words) _____

b) Top 5 Amenities (Point form, up to 25 words) _____

c) Include your tag line or slogan (Optional) _____

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 2021 Golf Vacations Guide and online at golfvancouverisland.ca.

Y N Signature _____

Please return 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

GOLF VANCOUVER ISLAND 2021 PARTNERSHIP PROGRAM

TRANSPORTATION ADVERTISING FORM

1

Information For Golf Vancouver Island & Page One

Name of Business: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

New Ad Repeat 2020 (No Changes) Repeat 2020 with Changes

2

Contact information to be included in your ad:

Address: _____

City: _____ Postal Code: _____

Tel: _____ Toll Free: _____ Fax: _____

Email: _____

Website: _____

3

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.

4

Text to supply (Complete on page, 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) Include your tag line or slogan (Optional) _____

5

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Y N Signature _____

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580 Ardser 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

GOLF VANCOUVER ISLAND 2021 PARTNERSHIP PROGRAM

COMPLEMENTARY ACTIVITIES ADVERTISING FORM

1

Information For Golf Vancouver Island & Page One

Name of Business: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

New Ad Repeat 2020 (No Changes) Repeat 2020 with Changes

2

Contact information to be included in your ad:

Address: _____

City: _____ Postal Code: _____

Tel: _____ Toll Free: _____ Fax: _____

Email: _____

Website: _____

3

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.

4

Text to supply (Complete on page, email or attach a separate sheet):

a) Text (Approx. 50 words)

b) Include your tag line or slogan (Optional) _____

5

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Y N Signature _____

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