



2012 PURE MICHIGAN IN-STATE MARKETING PARTNERSHIP GUIDELINES

300 N. WASHINGTON SQ.
LANSING, MI 48913

CUSTOMER
ASSISTANCE CENTER
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WWW.THEMEDC.ORG

The Pure Michigan in-state Marketing Partnership program is intended to keep Michigan residents vacationing in Michigan, extend stays and further promote destinations by leveraging Travel Michigan and industry marketing dollars. The program's key markets are Detroit, Grand Rapids, Lansing, Flint, Saginaw/Bay City, Battle Creek/Kalamazoo and Traverse City. The program consists of 60-second radio spots and other companion media created by Travel Michigan.

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The radio portion of the media buys is available with a minimum opt-in of 2-weeks at a minimum of 50 Gross Rating Points (GRPs) per week. The radio GRP level will be dependent on the number of partners that participate in each market. Our radio goal is 300 GRPs per week for all Pure Michigan brand and Pure Michigan partner radio advertising combined. Due to the high level of radio participation over the last few years we need to guard against over-saturation in that medium. Thus we will spread out GRP weight across the marketing period to accommodate all partners within the radio 300 GRPs per week goal. This strategy allows the partners greater flexibility to choose periods within the window of weeks that are most appropriate to their marketing goals.

Partners can buy the Detroit market separately, the out-state Michigan markets as a group or individually, or combine the two for one statewide program. This is a dollar for dollar match program and requires a minimum investment by the partner of \$20,000 for all in-state markets except Detroit. Detroit individually requires a minimum partner investment of \$25,000.

Partnership proposals must be submitted to Travel Michigan no later than December 1, 2011.

Overall In-state Partnership Criteria

- 1) The partnership must be strategically applicable to Travel Michigan's FY2012 goals, objectives and target markets.
- 2) Partnerships can be comprised of an individual destination marketing organization (DMO), travel industry business, event organization, or a coalition of DMOs, travel industry businesses, and/or event organizations.
- 3) Travel Michigan's web address *michigan.org* will be the call-to-action and the landing web site for all partnerships.
- 4) Based on promotional funding partnerships are available the following seasons/date ranges: Spring/Summer--March thru August, Fall--September thru October, and Winter--November thru February.



- 5) Partnership participants will be required to provide **full payment prior to the start of the partnership ad campaign.**

In-state Partnership Requirements & Responsibilities

- 1) In-state Partnerships require a minimum 2 week media ad campaign and the following minimum financial investment from the partner(s):

- Detroit Market \$25,000 per season**
- Out-state Michigan Markets* \$20,000 per season**
- Statewide \$45,000 per season**

**In state Michigan markets include Grand Rapids, Lansing, Flint, Saginaw/Bay City, Battle Creek/Kalamazoo and Traverse City.*

*** See "Overall Partnership Criteria" above, #4 for seasons and dates.*

- 2) To qualify, the Pure Michigan brand identity and creative strategy must be utilized. Creative costs will be funded by the pooled Travel Michigan/Partner funds. Partnerships' creative messages must adhere to and complement the overall Pure Michigan creative strategy. Travel Michigan, in consultation and collaboration with the partnership participant(s), will provide the media plan and creative direction and give final approval of the media plan and creative.
- 3) Each partnership will be required to identify one representative to serve as the main contact for Travel Michigan, regardless of the number of participants.
- 4) Travel Michigan will create an exclusive partnership web page(s) for each partnership which will include direct links to participating partners' web sites.
- 5) Each participating partner will display the Pure Michigan logo and/or partnership logo on their web site home page with a direct link to michigan.org.
- 6) Partners will be responsible for providing information on deals, packages, specials, itineraries, events, attractions, etc. in their area and possibly giveaways for web, media and promotional use. Each partnership participant will post their deals, packages, specials, itineraries, events and attractions on their web site. Travel Michigan will then link from the partnership page(s) on michigan.org to each participating partner's web site.
- 7) Partnership participant(s) are responsible for tracking and sharing Web site activity, phone activity, deals and consumer participation information with Travel Michigan.



- 8) Travel Michigan will submit to each partnership a media/placement plan for approval eight weeks in advance of placement dates. Creative materials will be submitted four weeks in advance of placement dates.
- 9) Travel Michigan will track and report all partnership web activity from michigan.org on a monthly basis.
- 10) Travel Michigan will provide public relations opportunities for partnerships, including but not limited to, press releases, radio, print and television interviews, including in-market media blitz opportunities. Visuals representing the key messages unique to Michigan will be vital to effectively pitch a broadcast interview. Partnership representatives may be called upon to represent and promote the entire partnership during a media blitz. Travel Michigan will try to anticipate any possible PR opportunities, however, please note that unforeseeable last minute opportunities do happen.
- 11) Travel Michigan will utilize its social media platforms—Twitter, Facebook, FLickr, You Tube and the Pure Michigan Connect blog—to promote the partnerships.
- 12) Travel Michigan will feature the partnership in the monthly eNewsletter, sent to more than 315,000 opt-in subscribers.

Deadline for Proposals and requests to participate must be submitted by December 1, 2011. Please direct questions, proposals and requests to:

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