



2012 PURE MICHIGAN
OUT-OF-STATE MARKETING PARTNERSHIP GUIDELINES

300 N. WASHINGTON SQ.
LANSING, MI 48913

CUSTOMER
ASSISTANCE CENTER
517 373 9808
WWW.THEMEDC.ORG

The Pure Michigan Marketing Partnership program extends the marketing reach of the Michigan travel industry and Travel Michigan by leveraging marketing dollars to promote Michigan. The program's key awareness markets are Chicago, Cleveland, Indianapolis, Cincinnati, Milwaukee, Dayton, Columbus, St. Louis, MO and Southern Ontario; feeder markets are Toledo, Green Bay/Appleton, South Bend and Fort Wayne.

EXECUTIVE COMMITTEE
MATTHEW P. CULLEN
Chair
Rock Ventures

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

PHILIP H. POWER
Vice-Chair
The Center for Michigan

Overall Partnership Criteria

D. GREGORY MAIN
President and CEO

1) A partnership must be strategically applicable to Travel Michigan's FY2012 goals, objectives and target markets.

RICHARD E. BLOUSE JR., CCE
Detroit Regional Chamber

2) Partnerships will be comprised of an individual destination marketing organization (DMO) or travel industry business, or a coalition of DMOs and/or travel industry businesses.

JOHN W. BROWN
Stryker Corporation

3) Travel Michigan's web address michigan.org will be the call-to-action and the landing web site for all partnerships.

DR. DAVID E. COLE
Center for
Automotive Research

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.

JOANN CRARY
Saginaw Future Inc.

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

DR. HAIFA FAKHOURI
Arab American and
Chaldean Council

STEVEN K. HAMP
Hamp Advisors, LLC

PAUL HILLEGONDS
DTE Energy Company

GEORGE W. JACKSON JR.
Detroit Economic
Growth Corporation

BIRGIT M. KLOHS
The Right Place, Inc.

F. THOMAS LEWAND
Bodman LLP

STANLEY "SKIP" PRUSS
Michigan Department of Energy,
Labor & Economic Growth

DR. IRVIN D. REID
Wayne State University

SANFORD "SANDY" RING
Hino Motors
Manufacturing U.S.A., Inc.

MICHAEL B. STAEBLER
Pepper Hamilton LLP

PETER S. WALTERS
Guardian Industries Corp.

TODD A. WYETT
Versa Development, LLC

Out-of-State Partnership Requirements & Responsibilities

1) Out-of-State Partnerships require the following minimum financial investment from the partner(s):
Awareness Markets -- \$75,000 per market/per season*
Feeder Markets -- \$25,000 per season*

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

2) To qualify for a dollar for dollar partnership match, Travel Michigan's Pure Michigan brand identity and creative strategy must be utilized and maintained throughout the partnership. Creative costs will be funded by the pooled Travel Michigan/Pure Michigan funds.



Partnerships' creative messages must adhere to and complement the overall Pure Michigan creative strategy. Travel Michigan, in consultation and collaboration with partnership participant(s), will provide 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.
- 9) Creative materials will be submitted four weeks in advance of placement dates.
- 10) Travel Michigan will track and report all partnership web activity from michigan.org on a monthly basis.
- 11) 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.

- 12) Travel Michigan will utilize its social media platforms—Twitter, Facebook, Flickr, You Tube and the Pure Michigan Connect blog—to promote the partnerships.
- 13) Travel Michigan will feature the partnership in the monthly eNewsletter, sent to more than 315,000 opt-in subscribers.

Partnership Proposal Deadline
Proposals and requests to participate must be submitted by
December 1, 2011
Please submit proposals and requests to

Ken Yarsevich
yarsevichk@michigan.org
(517) 335-4383