



Sapphire Coast Tourism Visitor Guide 2010-2011

Expression of Interest

Open to all Businesses

Sapphire Coast Tourism with your co-operative advertising support would like to create a first class and quality key promotional brochure for the whole of the Sapphire Coast that will be used to highlight and market the amazing variety of experiences we have on offer.

Why participate? Our aim will be to distribute the brochure as wide as possible, making your investment in the guide a cost effective advertising tool with a broad distribution base. Distribution channels will include Visitor Information Centres in our core target markets of VIC, NSW & ACT, at various industry recognised travel shows across the three states, provided as collateral and general regional information to conferences held in and around the region, and also to group and individual travel inquiry requests.

As a collective regional brochure, the guide will be informative, engaging and visually appealing, using beautiful imagery from throughout the Sapphire Coast to sell our region and increase our exposure as a holiday destination.

This premium and quality marketing tool will be used to increase interest of our area, drive more visitors to the region and be used in new business initiatives to market the Sapphire Coast in future strategic relationships with a variety of companies.

Due to unprecedented demand and requests from our industry partners, the size of the brochure will revert to the A4 size format, similar to the pre-2007 produced Sapphire Coast guides. This larger format will allow stronger use of engaging and emotive imagery (as a picture tells a thousand words) with a 'coffee top' style keepsake glossy brochure to be designed.

To provide a true representation of all the businesses, products and experiences we have on offer within the Sapphire Coast, participation will be open to ALL businesses within the region and business website listings will also be provided for in the guide.

A variety of categories and editorials will be used to promote and highlight the different experiences we have throughout the Sapphire Coast eg. Nature & Adventure, Attractions, Tours, Marine Wildlife, The Arts, Food & Wine, Golf Courses, Fishing, Accommodation Types, Events, Transport, Maps etc; with specific features on the different towns throughout the region. A stronger representation of businesses from each of your area will ultimately create a larger exposure of your own destination itself!



2.

Advertising rates for the 2010-2011 guide will have a slight increase from the last guide produced as we're increasing the size from A5 to A4 size. However, in comparison to the rates for the pre-2007 regional guides, these advertising rates are very cost effective being almost half the cost of those produced in the past!

Ideally we would like to achieve a print run of 100,000 to meet the demands of inquiry for the next 18 months, however this large print quantity and the project itself will be entirely dependent on you and industry participation in this co-operative marketing initiative.

Help us to create a beautiful and engaging marketing tool for us all to benefit from to promote the whole of the Sapphire Coast!

Expressions of Interest are now being taken to gauge the success of this promotional opportunity.

Please submit your application by 30 June 2010 via the attached Expression of Interest form.



Sapphire Coast Visitors Guide 2010-2011
Expression of Interest Form

Business Name: _____

Street Address: _____

Town/Suburb: _____ Postcode: _____

Telephone: _____ Fax: _____

Email: _____

Web Address: _____

Participation Space & Cost (please tick)

Ad size	Cost (GST inclusive)	Please tick
1/12 A4 pg	\$300.00	<input type="checkbox"/>
2/12 A4 pg	\$550.00	<input type="checkbox"/>
3/12 A4 pg	\$825.00	<input type="checkbox"/>
4/12 A4 pg	\$1,100.00	<input type="checkbox"/>
1/2 A4 pg	\$1,650.00	<input type="checkbox"/>
Full A4 pg	\$3,300.00	<input type="checkbox"/>

- Positioning of full page advertising is open for negotiation subject to 20% loading
- Ads 4/12 pg size and smaller will follow the layout and design of the brochure; 1/2 pg and full pg ads can use their own layout and design

Payment Terms

No payment required at Expression of Interest stage. 50% due at booking; 50% due on approval of artwork.

Declaration

I, the undersigned, guarantee that I hold the proper authority to authorise expression of interest, booking or to provide information and commit to the enclosed rates on behalf of the business/product listed above.

Name: _____ Position: _____

Signature: _____ Date: _____

Fax, email or post this form to Sapphire Coast Tourism promptly to ensure you don't miss out.

Sapphire Coast Tourism, Merimbula VIC, 2 Beach Street, Merimbula NSW 2548
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