

CAVB Restaurant Partnership - 2019

\$250 – CAVB Associate Marketing Membership



Left - Restaurant guide page thumbnails

CAVB Guide (3 spreads, 75,000 copies) – Restaurant guide pages highlight area eateries, offers highlights on new investments and/or chefs/cooks. Each Partner has a full listing.

NEW Website in late 2018. A \$25,000 investment. CAVB Website listings – all partners will receive full enhanced listing on our website, with additional photos, links, and any files of their choice upload, etc. During the Holidays we solicit Holiday Hours and post specifically. Partners will also receive LOGIN information for direct access, and/or submit changes to CAVB. Our website receives over 30,000 web hits per month, 2x higher in July/August and February/March.

Print & Digital - Event Listings – all events hosted by restaurants can be uploaded to our website, and managed by your member login or sent to our staff for upload. Foodies & Holiday Dinners/specials are encouraged to be uploaded at least 2-3 months in advance to obtain full exposure. The events are shared on our social media outlets.

Digital Supplement- This supplement is available on www.cadillacmichigan.com Things to DO/ Restaurant page in pdf format, hotlinks to partner websites/social/e-mail, and additional web pages for each section for browser SEO. All partners will link. We average 20,000 views per month.

Facebook – the Restaurant web page, partner pages and listings are shared on our FB page, for an opportunity to be seen by 25,000+ Facebook fan base. We will share your relevant FB postings thought-out the year.

Blog – as the experiential side of Cadillac, we invite Partners to submit blog posts or updates to us – our NEW website will offer more integrated digital features we are totally excited about.

User Apps – additionally we will work with partners to ensure they have captured, and at least twice a year update, their Google Plus, Yelp, Zomato, Trip Advisor and other major Apps consumers/ travelers use to find places to eat.

Google Ads – Google Adwords are purchased in select geographic markets to draw to our website and blog - \$20k + annually. Once the new website is launched, we will begin a fully integrated 're-marketing' program.

Other Media – we have partnerships with Bloggers, Pure Michigan, West Michigan Tourist Association, Trip Advisor and other media/ promotional outlets. Routinely we receive requests for updates/ information, with your partnership, you are then part of our promotional team, and will be included in those media releases and interviews.

NEW 2019

Restaurant Map– padded in 11x17 (50 sheets per pad), one side for Cadillac primary, one side for greater Cadillac, listing cooperative restaurants, locations, web/Social. **Distribution (10,000 copies)** – Cooperative Members will be allocated 150 each/3 pads for their own distribution on-site. The additional copies will be made available to hotels, attractions, agencies, retailers, mailed to direct requests, and taken to trade shows.

Restaurant Week (Fall) – investing over \$5,000 this first year, we will develop a passport (5k+), poster (200+), social campaign, and launch a local week this fall, target is for 10+ restaurants this fall with 2-3 lunch, 3-4 entrees. Participation in RW will be a first year built-in benefit of partnership valued at \$500+ per participant.

Over-all – CAVB will invest \$350,000+ into marketing this next year – web, blog, social – reaching travelers in the Midwest thru Google, YouTube, Facebook, TripAdvisor, select print such as Midwest Living, Pure Michigan seasonal Magazines, MDNR license holders, regional publications/ partnerships and much more – DON'T MISS OUT!