

**Windfall, Inc. – Revised Private Revenue Strategies Brief**

**Discussed Private Revenue Strategies (in order of priority)**

**Option 1: Corporate Sponsorship Plan Model:**

**Cost for partners:**

* Goal of acquiring five major corporate sponsors, while allowing current sponsors to be grandfathered in at current rate / with current benefits/agreements honored.
* $4,800 Partner Investment ($400 a month payments or $4,500 lump sum payment and save $300) – seek a 2-year commitment from each partner.
* Windfall would charge a discounted 15% commission for acquiring sponsorships ($3,375-$3,600)
* John and Brenda to help acquire leads and approve all packages
* Potential revenue for Visit SEMT would be $22,500 - $24,000
* Focus on public/private entities within the region – have a location at the least inside the region. Move to wider geographic focus if necessary.

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| **5 Strategic Partnership Sold – Minimum**  | $4,500 Each = $22,500 |
| **15% Windfall Sales/Benefit Management**  | $3,375 Total |

***CORE Partner benefits, customizable based on partner needs and preferences:***

* Agency will communicate with strategic partner on advertising strategy to assist the partner in working with the benefits of Visit SEMT overall strategic marketing efforts.
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* Partner receives qualified / opt in leads monthly from Visit SEMT marketing efforts if desired.
* Partner receives 1 annual social media cross channel strategic promotion annually.
* Partner receives $5,000 worth of cross-branded digital media placement promotion with Visit SEMT. (Programmatic Advertising Creative)
	+ This may come in the form of public relations, social media strategy, traditional advertising, or other formats under the approval of Visit SEMT.

**Based on approved course of action with the website, Windfall will work within realistic resources to provide website opportunities.**

* Partner receives bonus promotion that will vary based on the various projects conducted by the
* Partner receives featured listing status for their business segment on Visit SEMT’s website or microsite.
* Windfall will develop customized strategies based on the sponsor’s needs collected through interview and plan development phase.

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**Option 2: Micro-site Partnership Model (with a new bed tax website developed for Visit SEMT)**

Construct a micro site for Visit SEMT and drive all paid and social media traffic to the micro-site first in the campaign strategy.

Leverage marketing partnerships to join you in the strategy by offering them placement on the micro-site as well as leads collected from the micro-site from visitors responding to campaign messaging.

The Micro-site is a year round paid gateway to the website and has 5 potential marketing partners represented with logos, links, and some promotional copy. Bi-weekly lead sharing is provided to the partners from the Visit SEMT agency of record. Windfall will provide lead capturing that will continue to go on to the call center with a database copy being maintained

**Projected Visit SEMT Model**

5 Strategic partnerships integrated into the micro-site.

Partnerships here will focus heavily on CVBs, private tourism stakeholders, and other applicable industries to fill the 5 micro-site advertising spaces. The packages could be sold at $750 to $2,000 each – raising funds for the micro-site. Windfall would maintain 25% of the micro-site specific fees for the creation of the micro-site. The remaining balance would be provided to Visit SEMT for their organizational needs.

The micro-site will be used as the primary placed paid media responders go to get more information on the region.

Examples: <http://glaciermt.com/summer17.php> (Glacier Country) or <http://weflynorth.com/> (YCMI)

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| **5 Micro-site Advertisers** | $10,000 Goal (May be less to include current partners) |
| **25% Windfall Sales / Digital Management** | $2,500 (Variable based on final revenue collected.) |

**The ultimate goal is to move the official regional website from MOTBD’s control. This will provide SEMT with the following benefits.**

* More control over content (considerable customer service speed enhancement)
* Ability to fix issues in a timely manner (emergency contact for after hours too)
* Integrating the website to social media and marketing campaigns for greater success
* Greater rich media capabilities with video, photography, and more.
* Enhanced organic search engine ranking opportunity.
* Greater capability to add the latest technological plug ins to provide research data, greater user engagement, and better traffic analysis

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| **Website Redesign / Content Creation** | **$17,000** |
| **12 Months of Hosting / Security / Analytics** | **$1,000** |
| **Website Programming** | **$8,000** |
| **Testing, Mobile Responsiveness, Additional Customizations** | **$2,000** |

**$28,000 Budget Allocation for Website**

The new website working in conjunction with the private partnerships, micro-site, and other potential partnership projects will provide Visit SEMT the digital foundation to reach our marketing goals, while also letting us stay focused on private revenue acquisition critical to the region.

**Option 3: Tear Off Maps Model**

Develop 2-3 themed tear off maps that were originally proposed under niche publications. These maps will serve as a marketing tool, but will also generate revenue. Windfall, Inc. will sell branding opportunities on the maps with pricing and sales strategy proposed by Windfall once we have projects and costs better defined. Windfall would collect a 25% commission for managing the tear off map project efforts.

All tear off maps will be self funded and profitable for Visit SEMT for the project to be executed. It will also free up $7,000 in the niche printing portion of the bed tax budget for Visit SEMT.

*The Destination Missoula map model generates $10,000 in revenue and costs $4,000 roughly to print. That model applied to Visit SEMT would generate a profit of $3,500 after all expenses are considered.*

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| **Map Project** | **Revenue Projection** | **Printing Projection** | **Windfall Management** |
| General Tear Off Map | $10,000 | $5,000 | $2,500 |
| Themed Tear Off Map | $5,000 | $2,500 | $1,000 |
| Themed Tear Off Map | $5,000 | $2,500 | $1,000 |
| Themed Tear Off map | $3,000 | $1,250 | $750 |

**Estimated Visit SEMT profit projection: $6,500 (plus $7,000 in niche printing budget savings)**