



Glen Innes Highlands Visitor Association

2021 - 2022

Partnership Prospectus

**GIHVA'S MARKETING EFFORTS ARE
DESIGNED TO DIRECTLY BENEFIT
OUR PARTNERS.
BY BECOMING A GIHVA PARTNER
YOU ARE INVESTING IN YOUR
BUSINESS & YOUR COMMUNITY.**

GIHVA's MARKETING EFFORTS, DIRECTLY BENEFITTING OUR PARTNERS

The marketing efforts are aimed solely at increasing awareness of the destination of the Glen Innes Highlands. It is via our social media channels that we are able to promote and share updates about our GIHVA partner businesses.

Your partnership fees are instrumental in allowing GIHVA to deliver an engaged, relevant and consistent social media presence, which is ultimately there to benefit our partners. GIHVA employs a marketing consultant to manage our social media presence and production of our monthly newsletter.

GIHVA has a combined following of over 13,000 followers on their Facebook, Instagram, Twitter & Pinterest accounts in addition to their mailing list.

GIHVA is responsible for the creation, management and financing of our marketing arm GIHVA - Glen Innes Highlands Visitor Association.

Association partnership fees help pay for the following ongoing activities:

Social media daily posts and interactions. This includes business partner shares, business partner profiles, shares of Glen Innes events that will attract people to the area, regular shares of images and a monthly photo competition.

Quarterly e-newsletter.

Regional seasonal radio advertising aimed at the drive market.

The investigation of opportunities for improving tourism signage in the region.

Maintenance of the Glen Innes Highlands Visitor Association website which has destination information for visitors & business partner listings with relevant links.

The Glen Innes Highlands Visitor Association directly contributes to a number of events such as The Australian Celtic Festival, Minerama, The Glen Innes Show, and events that are trying to get off the ground such as The Rose Festival, Chill n Glen, Emmaville Sheep Races, Outlandish and Glen on Wheels, to name a few.

GIHVA directly contributes to the production costs of a number of brochures held at the Visitor Information Centre such as Bird Watching, Fishing, Fossicking, and the History Walk.



GIHVA PARTNER BENEFITS

THREE PARTNER LEVELS, MANY BENEFITS

GIHVA deliver the following benefits to its partners:

- Liaising with Glen Innes Severn Council on all related matters
- Lobbying local, state and national bodies when relevant, on behalf of Association partners.
- Fostering community, council and industry support and awareness of the tourism industry
- Providing resources and opportunities for professional development
- Managing an active, engaged and relevant social media presence in order to be able to promote our business partners.
- Networking with key tourism and industry bodies on behalf of Association partners
- Business development training from visiting retail, tourism, branding, innovation & digital marketing experts

Join now to grow your business as we grow the Glen Innes Highlands visitor economy.

Individual Partnership: \$75 annually

- Quarterly electronic newsletter.
- An investment in the future of tourism for Glen Innes and surrounding areas.

STANDARD PARTNER - \$300 ANNUALLY

- Quarterly electronic newsletter.
- All partners can submit an update on their businesses for inclusion in the quarterly electronic newsletter.
- Business listing on the Association website including the description of your business (up to 150 words), images (up to 3) and web link.
- Ongoing opportunities throughout the year to be promoted on the Association's Facebook and Instagram pages.
- Associate Membership of the NSW Business Chamber.
- Invitation to industry driven professional development programs.
- Inclusion in marketing campaigns conducted by the Glen Innes Highlands Visitors Association.
- An investment in the future of tourism for Glen Innes and surrounding areas.

PREMIUM PARTNER \$1000 ANNUALLY (FOR UP TO TWO BUSINESSES)

- Included are all the benefits of Standard Partnership as listed above.
- Featured business listing on the GIHVA website including the description of your business (up to 500 words), images (up to 9) and links to website and social media.
- Premium partners are prioritized in terms of promoting your business's special deals on the Association website and social media channels.
- Premium partners will have a pinned business profile on the Association's FB page on regular basis. All premium partners will be rotated as per a diarised schedule.