



UTAH OFFICE OF TOURISM (UOT) PARTNER OPT IN FORM
DUE: July 31st, 2022

I _____ of _____
(Signatories Name) (Name of UOT Partner)

agree to opt into the following UOT lead marketing programs for the Australia/New Zealand and/or Canadian markets in the coming UOT fiscal year. (Please tick box)

I understand that Canuckiwi Ltd (on behalf of UOT) will invoice our region for the total amount in USD of all selected partner programs as at September 1st, 2022 and be the conduit between my region and the partner involved in the cooperative program. For the majority of the programs that are to be implemented post January 1st, 2023 we are more than happy to invoice for these programs as at January 1st, 2023 if it supports and assists Utah partner budgets.

CANADIAN MARKET PROGRAM OPPORTUNITIES

During the continuation of the return to travel period between Canada & Utah we want to implement Canadian programs driving direct partner ROI through room night production. This is why two Expedia campaigns have been proposed. We also want to ensure partners have an ability to stay connected with the Canadian trade through a dedicated training and educational program opportunity with our Keeping Connected Program. This year in Canada we will partner with Travelweek Canada including guaranteed editorial content. In Australia we have options with destination webinars and KarryOn. We will continue with "Greatest Snow" focused programming in both markets.

A) Travelweek Canada – Multi Tiered Utah Regional Partners Program:

Utah Regional Partner Buy In Options: \$5550.00 USD (Tier One), \$3000.00 USD (Tier Two), \$2000.00 (Tier 3)



Campaign timing: At partners discretion (one month campaign campaign).

Tier of Interest \$3000.00 USD (Tier Two)

Month of Interest September or October

Partner Benefit from Campaign:

- Content collated eDM written by the Canuckiwi team distributed to 5,100 Canadian agents and 300 media.
- Comprehensive stand alone partner campaign packages with Travelweek based on tier which could include a digital partner home page, editorial content, video hosting, e blasts, webinar promotion and social media posts.

Travelweek deck available by [clicking here.](#)

B) Expedia Media Greatest Snow and/or Road Trips Campaign:

Utah Regional Partner Buy In Cost: \$4000.00 USD (Featured Tier), \$3000.00 USD (Standard Tier)



Campaign timing: November 2022 (Greatest Snow on Earth Focus) March 2023 (Road trip focus)

Campaign deck [click here.](#)

Tier of Interest \$4000.00 USD(Featured Tier)

Campaign of Interest March 2023

Partner Benefit From Campaign:

- Featured Tier – preferred page placements, logo or image inclusion, text, link to bookable regional product (see slide 5 of deck).
- Standard Tier – secondary page placements, logo or image inclusion, text, link to bookable regional product (see slide 5 of deck).
- Significant funding from Utah Office of Tourism for base line campaign.
- Matched funding from Expedia towards total campaign value.
- Display campaign running across all EMS sites.
- Share of impressions from total campaign value.
- Full regional tracking of bookings, impressions, room nights and offers booked post campaign.

C) Wholesale Ski Marketing Campaign – Greatest Snow on Earth Ski Focus:

Utah Regional Partner Buy In Cost: \$3000.00 USD



Campaign Timing: October 2022 – January 2023 (to align with key Canadian market booking timing)

Partner Benefit from Campaign:

- Product feature with selected ski wholesaler (s) in the campaign period on dedicated Utah landing page.
- Product feature on selected ski wholesaler (s) for Canadian Snow Expos.
- Inclusion in selected ski wholesaler content campaign featuring Utah's Ski Resorts.
- Product feature in stand alone Utah Ski eDMs.
- Social posting per region.
- Share of total volume driven from overall Utah campaign to campaign landing page.
- Full regional tracking of bookings, impressions, room nights and offers booked post campaign.

Full campaign assets to be finalised once total number of UOT partner commitment determined. Comprehensive RFP with market ski wholesalers will be completed and selected based on total investment. (Voyages Gendron, Ski Canada, Merit Travel, Gryphon Ski)

AUSTRALIA & NEW ZEALAND UTAH PARTNER OPPORTUNITIES

For our Australia & New Zealand opportunities we will provide a staying connected educational opportunity, an OTA opportunity (proven driver of room nights), Ski Wholesale Cooperative and our Snow Travel Expo program.

A) Utah Regional Partners Keeping Connected Educational Program With Destination Webinars & Charlie Trevana:



Utah Regional Partner Buy In Cost: \$2000.00 USD

Campaign timing: At partners discretion (three week campaign).

Month of Interest September

Partner Benefit from Campaign:

- Content collated eDM written by the Canuckiwi team distributed to 4,800 Australia and New Zealand agents and 300 media in their database.
- Fully hosted live 25 minute presentation held TWICE on the same day, normally at 9am & 12pm AEST (other times available).
- Formally introduced, and facilitated Q&A (in addition to 25 minutes presentation time)
- Hosted on Zoom Webinar 500 (max 500 attendees) with branded registration page including email opt-in check box.
- A test session a few days before we go live.
- Registration link included in weekly EDM sent to Destination Webinars' database of 1,900+ AU & NZ travel trade. You also receive the link to promote via your own channels and PR.
- Social posts covering invite, presenter bio and the recording link on Destination Webinars' Facebook and LinkedIn pages.

- [Presentation recorded and published in the Destination Webinars' library for min. 6 months.](#)
- Post-webinar follow up email to participants including recording link.
- Post-webinar report including survey, polls and the registration list to send your own follow up email.
- **BONUS 1:** A banner ad for your specialist program/trade portal/latest promo in the weekly newsletter for 2 weeks following your webinar
- **BONUS 2:** Our *Webinar Presentation Tips sheet* to help you plan your content

B) Expedia Media Greatest Snow& Road to Mighty Combination Campaign:
Utah Regional Partner Buy In Cost: \$4000.00 USD (Featured Tier), \$3000.00 USD (Standard Tier)



Campaign deck [click here.](#)

Tier of Interest: \$4000.00 USD (Featured Tier)

Campaign timing: October 2022 (To be in market in line with major USA re opening prediction and airline take off.

Partner Benefit From Campaign:

- Featured Tier – preferred page placements, logo or image inclusion, text, link to bookable regional product (see slide 5 of deck).
- Participating Tier – secondary page placements, logo or image inclusion, text, link to bookable regional product (see slide 5 of deck).
- Matched funding from Expedia towards total campaign value.
- Display campaign running across all EMS sites.
- Share of impressions from total campaign value.
- Full regional tracking of bookings, impressions, room nights and offers booked post campaign.

C) KarryOn Australia Multi Tiered Trade Media Campaign: Utah Regional Partner Buy In Options: \$5500.00 USD (Tier One), \$4000.00 USD (Tier Two), \$3000.00 USD (Tier 3) \$1500.00 USD (Tier 4)



Campaign timing: At partners discretion (one month campaign campaign).

Tier of Interest \$3000.00 USD (Tier 3)
Month of Interest August/ September

Partner Benefit from Campaign:

- Comprehensive stand alone partner campaign packages with KarryOn including based on tier which could include a dynamic display takeover, editorial content, video hosting, e blasts, run of network ads and social media posts.

KarryOn deck available by [clicking here.](#)

D) Wholesale Ski Marketing Campaign – Greatest Snow on Earth Ski Focus:
Utah Regional Partner Buy In Cost: \$3000.00 USD



Campaign Timing: May & June 2023 (to align with key market booking timing and Snow Travel Expos)

Partner Benefit from Campaign:

- Product feature with selected ski wholesaler (s) in the month of May on dedicated Utah landing page.
- Product feature on selected ski wholesaler (s) for Snow Travel Expo Flyer.
- Inclusion in selected ski wholesaler content campaign featuring Utah's Ski Resorts.
- Product feature in stand alone Utah Ski eDMs.
- Social posting per region.

- Share of total volume driven from overall Utah campaign to campaign landing page.
- Full regional tracking of bookings, impressions, room nights and offers booked post campaign.

Full campaign assets to be finalised once total number of UOT partner commitment determined. Comprehensive RFP with market ski wholesalers will be completed and selected based on total investment. (Ski Max, My Snow/ Sno n Ski, Travelplan, Travel & Co, Amped, Mogul)

E) Snow Travel Expos & May Ski Month UOT Partner Opportunity:



Utah Regional Partner Buy In Cost: \$5000.00 USD (Minimum 5 Partners)
 Ski Utah Buy In cost: \$10 000.00 USD
 Utah Office of Tourism Budgeted cost: \$50 000.00 USD

Campaign Timing: May 2023

Partner Benefit from Campaign:

- Logo inclusion and placement as part of Utah Snow Travel Expo Booth in 2023 in Melbourne and Sydney
- Opportunity to attend and display collateral at Snow Travel Expo Utah Booth in Melbourne and Sydney.
- Activation inclusion at event for each partner during Snow Travel Expo’s 2023
- Product Feature in Utah stand alone wholesale flyer for each region distributed at the snow travel Expo.
- Warren Miller TVC Ski Utah Video & Sponsorship.
- Warren Miller Display Image in each film pre roll across Australia and New Zealand
- Inclusion in Utah Night for presenting sponsor intermission interviews.
- Opportunity to attend and/or ship collateral for Warren Miller trade show display in Auckland, Melbourne and Sydney.
- Incorporation of contest element with influencer (Ie – Miss SnowitAll) or other sponsorship opportunity that aligns in the market.

Full campaign assets to be finalised once total number of UOT partner commitment determined.

By signing below I am committing our organization to the confirmed UOT tour operator partner programs we have selected for the 2022-2023 financial year.

 (Signed)

 (Date)