

OUR PARTNERSHIP PACKAGES

	PLATINUM	GOLD	ALLIANCE
	\$3500 p/a	\$750 p/a	\$365 p/a <i>Only \$1 per day</i>

	PLATINUM	GOLD	ALLIANCE
Access to the Destination Wollongong Image Library and Brand Tool Kit	•	•	•
Ability to use the Destination Wollongong Logo on marketing collateral	•	•	•
Subscription to Quarterly Membership eDM newsletter exclusive to Partners	•	•	•
Preferred venue for Destination Wollongong events and workshops	•	•	•
Invitations to Partner Networking Functions	4 invites	2 invites	2 invites
Full page advertisement in Visitor Guide (VALUED AT \$2,500)	•	•	•
Full member listing on visitwollongong.com.au	•	•	•
Promote your product through Facebook - Wollongong, NSW*	•	•	\$100 per post
Invitation to attend industry workshops	•	•	•
Ability to sell product via our website - visitwollongong.com.au	•	•	•
Opportunity to submit product offers for the quarterly e-newsletters	•	•	•
Business Listing in the Visitor Guide	•	•	•
Destination Wollongong Partner Sticker/Decal	•	•	•
Brochures displayed at both Visitor Centres - Southern Gateway Centre and iHUB	•	•	\$100 per year
Advertise on our TV Screens in our Visitor Centres - Southern Gateway Centre and iHUB 24/7	•	•	\$75 per mth
*Product display' for one month in one of our two Visitor Centres	•	•	\$100 per mth
Ability to participate in marketing campaigns with exclusive product	•	•	•
Inclusion in Media and Trade Famils - both international and domestic*	•	•	•
Exposure at Trade Events	•	•	•
Annual briefing with the Destination Wollongong Board Members	•	•	•
Access to the Destination Wollongong Events calendar to list and promote your events	•	•	•
Visitor Centre Specialists have the ability to book and promote your product	•	•	•
Initial training session on how to use the online booking system	•	•	•
Destination Wollongong Visitor Guide displayed at your business	•	•	•
Access to Tourism Australia and Destination NSW Australian Tourism Data Warehouse	•	•	•

*at the discretion of Destination Wollongong

GOLD MEMBER PACKAGE

\$2,100 p/a

Same as Gold Partner **Includes** Half page ad in visitor guide

SAVE \$100

ALLIANCE MEMBER PACKAGE

\$1,000 p/a

Same as Alliance Partner **Includes** Quarter page ad in visitor guide

SAVE \$100



Our Partnership Prospectus



T: 4228 0300
E: tourism@wollongong.nsw.gov.au
W: www.visitwollongong.com.au

for partnership enquiries please contact the team at Destination Wollongong



BECOME A PARTNER OF DESTINATION WOLLONGONG

Exposure & Opportunity - tourism is everyone's business

International promotion of Grand Pacific Drive

Strategic alignment to cruise ship industry

Access to over 100,000 social media followers

Direct access to *Bookeasy* online system

Strategic alignment with Destination NSW campaigns

WHAT WE DO IN WOLLONGONG



WHY BECOME A DESTINATION WOLLONGONG PARTNER?

“ Working with Destination Wollongong helps drive our brand to potential visitors to the region whether it be via their face-to-face approach or in their marketing collateral showcasing the region. This partnership also shows the added benefit of regular industry insights, access to larger state and national marketing channels, inclusion in the promotion of Wollongong based events and activities, along with support through funding applications. The return on investment of being a partner of Destination Wollongong, makes it one of highest return vs cost channels for marketing. ”

Kevin Fallon
Marketing and Creative Services Manager, Symbio Wildlife Park

“ As a business in Wollongong it is essential we are fully informed on what is happening in our area, so we can flex our business to capitalise on these opportunities. Our partnership with Destination Wollongong provides us with all the intel on what's happening and about to happen, plus gives us excellent networking events that leverage the value further. ”

Sharon Arrow
General Manager, Steelers Club

“ As a new business our partnership with Destination Wollongong has proven to be invaluable. Their entire team has been incredibly proactive in helping us promote our business across a multitude of their platforms. They have gone out of their way to connect us with other local businesses at their Partner functions which we now frequently collaborate with to enhance our customer's experience. Their knowledge, resources, connections and general desire to support local businesses is unmatched and we consider our partnership with Destination Wollongong to be a vital piece of our Marketing strategy. ”

Sarah Kitchener
Marketing Manager, Headlands Austinmer Beach

see overleaf for Partnership levels and benefits...