

# Partnership Savings

Full Prince Albert Tourism Partner

- ⇒ **\*Prince Albert Tourism Magazine**—42,000 copies produced & distributed yearly **10% savings and FREE Distribution to your business**
- ⇒ **Prince Albert City Map** - 20,000 copies produced & distributed yearly. **FREE distribution to your Business/Organization**
- ⇒ **Inclusion in Convention Packages**—Approx. 10,000 packages filled/distributed through the Tourism Centre in 2010. **\$1,000.00 in savings & FREE distribution**
- ⇒ **Inclusion in Relocation Packages**—Business Insert Approx. 1,200 packages sent out / distributed for 2010. **\$120.00 in savings & FREE recruitment.**
- ⇒ **Web Link**—**\$250.00 savings**

# Sponsorship Opportunities

**In House Publication Distribution - 40,000 copies distributed in 2010**

- ⇒ **Dining Guide**  
4 page color publication
- ⇒ **Golf Guide**  
8 page color publication
- ⇒ **Self Guided Walking and Driving Tour**  
4 page color publication
- ⇒ **Kidz Summer Fun Stuff Brochure**  
4 page color publication

\* Associate Memberships may be sold to businesses that are considered NON-Traditional Tourism Categories.\*

Partnership with Prince Albert Tourism allows your Business / Organization The Opportunity to

**Maximize Your Exposure**

While

**Saving You Precious Time and Dollars**

**Contact Debbie Honch @ 953-4386**

## Here's How Partnering with P.A. Tourism has helped our Community.....

Prince Albert Tourism provided my business with all the necessary information I needed to recruit new staff members.....

The convention we held in Prince Albert was a huge success, thanks to the information provided by the Tourism Centre....our delegates had a great time Prince Albert.

Prince Albert Downtown Improvement District

During the summer I gave coupons to the Tourism Staff to hand out for my business offering a discount on their meal. The response was good...I'll definitely do it again next summer !



## Would Your Business Benefit From.....

	Your business presented to more than 45,000 visitors annually
	Access to more than 8000 delegates to conventions in our City
	Your Business publications on display at the Tourism Centre
	Access to more than 6000 information packages for business recruiting & relocation packages
	Increased website exposure
	Co-op advertising and Business marketing opportunities

**If you answered "YES".....**

**A partnership with "PRINCE ALBERT TOURISM" will assist with increasing your "BUSINESS EXPOSURE"**



**THE PRINCE ALBERT TOURISM AND MAKETING BUREAU INC.**

3700 2ND AVENUE WEST  
PRINCE ALBERT, SASKATCHEWAN  
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## Experience The Beauty



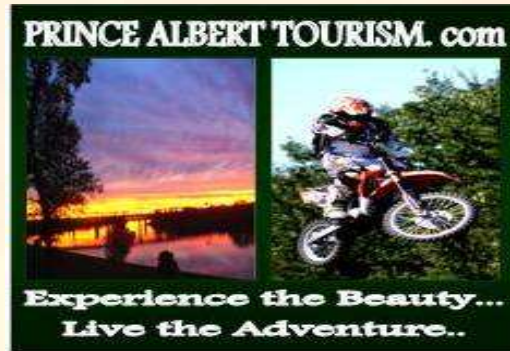
## Live The Adventure





## Value Added Prince Albert Tourism Partnerships

- ⇒ Prince Albert City magazine distributed to all Visitor Centres across Saskatchewan
- ⇒ Prince Albert Tourism Centre is open year-round for assistance, inquiries and referrals to both members and visitors.
- ⇒ Your business presented to more than 45,000 visitors annually through Tourism and Relocation inquiries
- ⇒ Access to more than 8000 delegates to conventions
- ⇒ Access to more than 6000 info packages for business recruiting and relocation packages
- ⇒ Member Coop and Packaging marketing opportunities
- ⇒ Member opportunities for events promotion and Sponsorship
- ⇒ Opportunity to advertise in major Tourism publications at Member discounted rates
- ⇒ Opportunities for Staff Tourism Training Workshops
- ⇒ Your publications on display at the Tourism Centre
- ⇒ Website Access [www.princealberttourism.com](http://www.princealberttourism.com)
- ⇒ Promotion at Trade Shows
- ⇒ Access to Tourism Business Development assistance
- ⇒ Access to grant information
- ⇒ Networking opportunities
- ⇒ Access to Tourism statistical reports
- ⇒ Participate in Prince Albert's tourism future planning
- ⇒ Voting Privileges



### The Northern Region Benefits Include.....

- ◇ Member links to Northern Region website with information on your products and services
- ◇ Opportunities to participate in print, media and tradeshow campaigns at discounted rates.
- ◇ Opportunity to network with tourism businesses and agencies at meetings, events, workshops and training seminars organized by the region.
- ◇ Regular tourism updates on regional and provincial happenings through quarterly newsletters/email..
- ◇ Tourism statistics and surveys reports.
- ◇ Assistance in product development through staff resources.
- ◇ Expertise of a large membership, board and staff
- ◇ City and its members are featured in many travel publication including the annual Northern Region Visitors Guide

### Tourism Saskatchewan Benefits Include.....

- ☑ Tourism Saskatchewan Travel Literature Member advertising Rate
- ☑ Free basic listing on Tourism Saskatchewan website.
- ☑ Tourism Saskatchewan Going Places newsletter, including tourism trends
- ☑ Access to Tourism Saskatchewan's image library
- ☑ Member rates for conferences and workshops
- ☑ Selected STEC training programs at member rates
- ☑ Tourism Saskatchewan annual Membership Directory and Buyer's Guide
- ☑ Member to Members Savings Program
- ☑ PrintWest savings opportunities
- ☑ CanWest Global newspapers discount ad rates in tourism supplements
- ☑ Membership with the Tourism Industry Association of Canada

