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PARTNER ENGAGEMENT

LIST OF CONTENTS

- 03** ABOUT US
- 04** MARKET RESEARCH
- 07** EVENT LOGISTICS & EXECUTION
- 14** SPONSORSHIP
- 17** ENGAGEMENT STRATEGY
- 18** MARKETING MATERIALS
- 23** BUDGET
- 24** POST-ENGAGEMENT STRATEGY

MEMBERSHIP

Examples: San Diego, Tucson, Phoenix, Denver.

Event Types:

Networking meetings, workshops, orientations, mixers, golf tournaments, cruises.

Unique Features:

Tucson: Three-tier membership model offering tailored benefits (e.g., "Relationship Package").

Denver: Monthly workshops and networking events.



Examples: Boulder, Asheville, Durham.

Focus:

Community-driven events (Earth Day clean-ups, orientations, industry workshops).

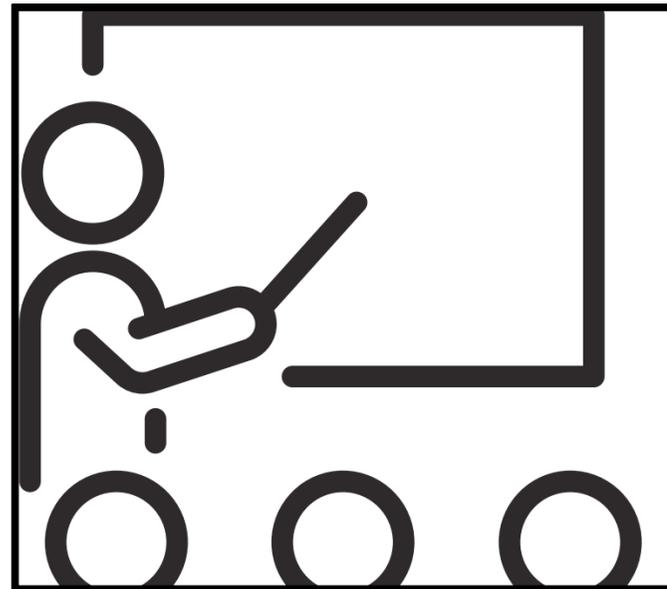
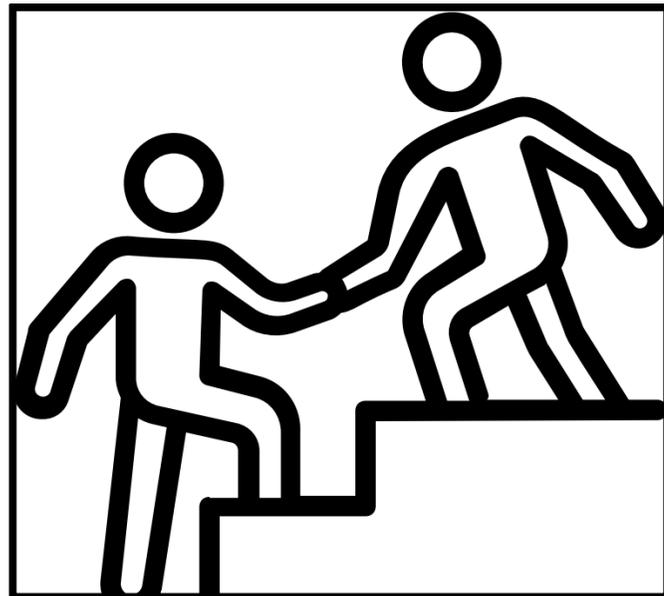
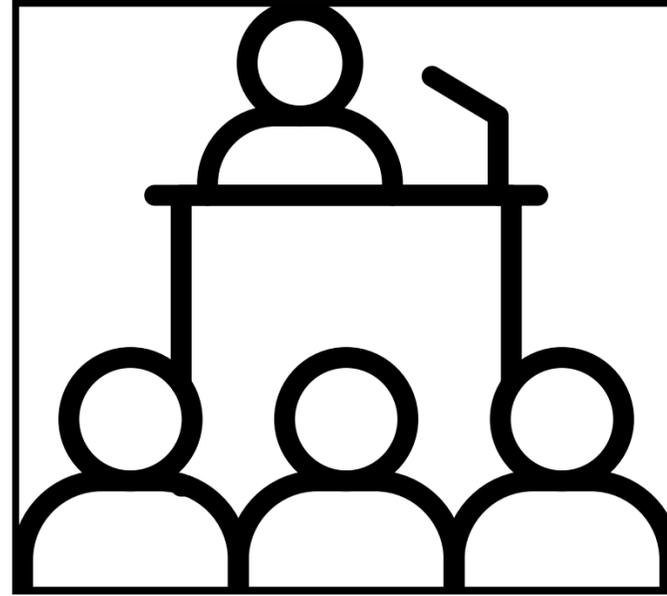
Unique Features:

Asheville: Incentivizes participation with perks like T-shirts and food during cleanups.

Boulder: Relies on newsletters and collaborations with local universities.

NON-MEMBERSHIP

COMMON ENGAGEMENT STRATEGIES



NEWSLETTERS &

Social Media Training

MARKETING WORKSHOPS

Personalized Sessions

UNIVERSITY &

Community Programs

DIVERSE EVENTS

Summits, Monthly

Workshops, Informal Mixers

Our RECOMMENDATIONS

Shift focus to smaller, targeted events to engage smaller businesses.



Quarterly mixers with industry panels



Educational content on marketing and small business development



Informal networking sessions for collaboration and relationship building

SLO CAL CONNECT

A quarterly mixer series designed to engage and onboard new and existing partners. Each mixer will feature networking opportunities, an educational segment, and collaboration between hosting and sponsoring partners.

EVENT GOALS

- **Boost partner engagement**
- **Provide educational value**
- **Onboard new partners**
- **Showcase opportunities**
- **Sustainable financial model**

Region EVENT CENTER



Valley Bar



Highland Room



Coastline Patio

AGENDA

Networking Reception 4:00-5:00

Activity:

- Bouquet Making or Planting Station
 - Shell Beach Floral Design (Shell)



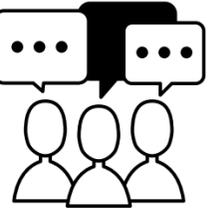
Catering:

- Chef's Table (Grover Beach)

Q&A Industry Panel 5:15-6:00

Format:

- Moderated Q&A discussion by a Visit SLO Cal employee
 - Questions provided



Visit SLO CAL Introduction 5:00-5:15

Presentation:

- Explain Visit SLO CAL resources, tips, and updates for partners



Networking Reception 6:00-7:00

Activities:

- Raffle prizes announced
 - Bring a non-partner and receive a free raffle ticket!



Alternative **ACTIVITIES**

Cookie Decorating



(SLO)

Wine Tasting



(Paso Robles)

Candle Making



(Arroyo Grande)

Design a Latte



(Atascadero)

Panel

EDUCATIONAL SEGMENT

Each mixer will focus on a different industry topic. For the Spring mixer, the educational segment will feature a **retail industry** specific panel. We will invite 3-4 retail business owners to participate and have a moderator from Visit SLO CAL for the discussion.



01

Maven Leather (Cayucos)

Emma Thieme

02

Ambiance (Paso Robles)

Kannyn January

03

Lulu Luxe (SLO)

Erin Hupp

Guest Speaker

EDUCATIONAL SEGMENT

An alternative option would be a guest speech from a more established industry professional. The speaker would prepare a 20-25 minute presentation, allocating time for a Q&A, speaking about an aspect of business strategy.

01

Firestone Walker

Kelsey Hitchen



OR

02

Zico

Mark Rampollo

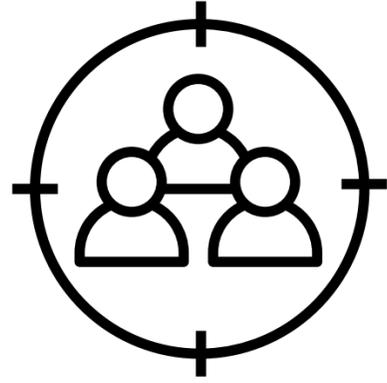


LOCAL FLAVORS “TASTING EXPERIENCE”

Put together an experience box with small samples or experiences (e.g. local treats that we plan to have in the raffle; tips for hikes/sports; branded cocktail recipes)
Get people excited for raffle and also bring awareness to partners



WHY SPONSOR US



Strategic Partnerships

Build valuable relationships with key players in the local tourism sector.



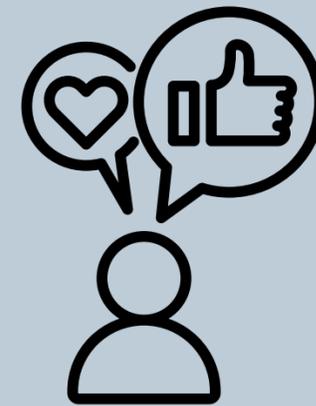
Increased Networking Opportunities

Engage in high-quality, personalized networking with other tourism business leaders.



Brand Authority

Enhance your business's reputation as a leader in regional tourism development.



Exclusive Industry Insights

Access valuable trends and educational content to stay ahead of market shifts.

IN KIND

Sponsorship

- **COST: SMALL DONATION**
 - \$100-\$300 VALUE

- **ACCESS TO BRONZE TIER**

- **EXAMPLE: BRANDED PROMOTIONAL ITEM OR SMALL ITEM FROM STORE**

- **COST: MEDIUM DONATION**
 - \$400-\$600 VALUE

- **ACCESS TO SILVER TIER**

- **EXAMPLE: PRODUCT OR SERVICE VOUCHER FOR RAFFLE PRIZES**

- **COST: LARGE DONATION**
 - \$700+ VALUE

- **ACCESS TO GOLD TIER**

- **EXAMPLE: EVENT VENUE, CATERING, OR EQUIPMENT USE**

SPONSORSHIP TIERS

Bronze

- **COST: \$250**
- **LOGO ON DIGITAL MATERIALS (EVENT PAGE, RSVP CONFIRMATION)**
- **RECOGNITION IN LINKED IN SHOUT-OUTS**
- **GENERAL TICKETS TO THE EVENT**

Silver

- **COST: \$500**
- **BRANDING ON SOME EVENT MATERIALS (WEBSITE, SOCIAL MEDIA)**
- **HALF-PAGE AD IN THE EVENT PROGRAM**
- **LOGO DISPLAYED ON VENUE SIGNAGE AND SCREENS**
- **RESERVED SEATING AT EVENT**

Gold

- **COST: \$750**
- **EXCLUSIVE BRANDING AT THE EVENT (LOGO ON ALL MATERIALS)**
- **SPEAKING OPPORTUNITY AT THE EVENT (5-10 MIN)**
- **FULL-PAGE AD IN ANY EVENT BROCHURES OR PROGRAMS**
- **ADVERTISEMENTS + SHOUTOUTS ON PARTNER NEWSLETTER AND LINKEDIN**
- **RESERVED SEATING AT EVENT**

Marketing & COMMUNICATION

SLO CAL Connect: “Fostering Partnership SLOCAL-ly.”

CONNECT

Small business owners to gain insights from seasoned professionals.

COLLABORATE

Platform for small business owners to network and discuss industry challenges

ELEVATE

Boost their business and give them a leg up.

Promote the resources Visit SLO CAL provides partners.



**MARKETING
MATERIALS**

EMAIL FLYER



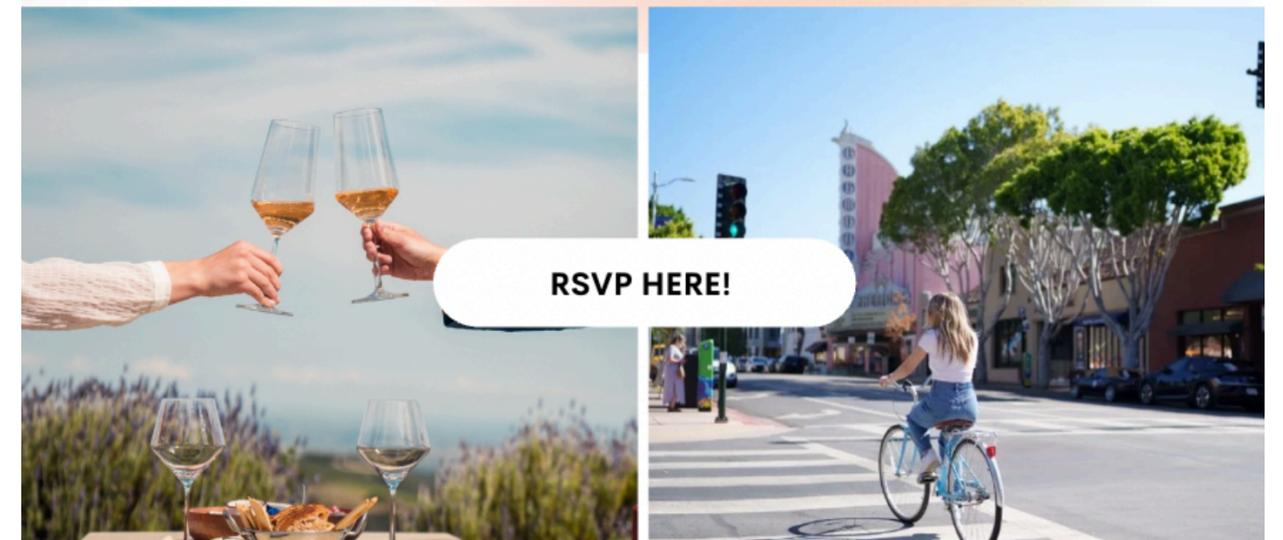
Slo Cal Connect

Spring Mixer

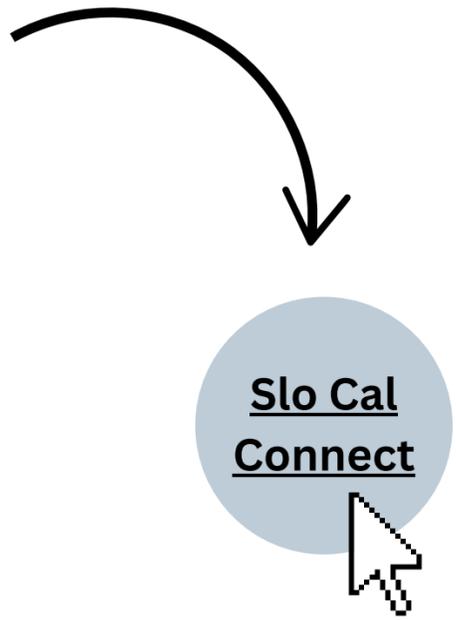
APRIL 9, 2025

SAVE YOUR SPOT • RSVP TODAY!

Join us at the Spring Mixer for an evening of fun, networking, and new connections—don't miss out on the season's most vibrant event!



WEBSITE





Visit SLO CAL

2,380 followers

3w · 🌐

+ Follow ...

🚀 **Join Us for the First SLO CAL Connect Mixer!** 🌊

Ready to connect, learn, and grow with Visit SLO CAL? Mark your calendar for April 9, 2025! 🎉 Our inaugural SLO CAL Connect mixer, hosted at The Region in downtown SLO, kicks off an exciting quarterly series aimed at empowering our county's tourism and hospitality partners.



Slo Cal Connect

Spring Mixer

RSVP NOW!

Join us at the Spring Mixer for an evening of fun, networking, and new connections—don't miss out on the season's most vibrant event!

👍❤️🌱 44

2 comments · 2 reposts

👍 Like

💬 Comment

🔄 Repost

➦ Send

SOCIAL MEDIA

PRINT FLYERS



BUDGET

The SLO CAL event series is designed to deliver maximum impact while remaining cost-effective. Our projected budget ensures a great experience for attendees while fostering partnerships through sponsorships and in-kind donations.

CATERING:

Chef's Table (Grover Beach)

\$20 per person for 50 people

TOTAL: \$3700

KEY ALLOCATIONS:

VENUE: \$1200

EQUIPMENT: \$400

DECOR: \$150

CATERING: \$1000

PROMOTIONAL: \$300

STAFFING: \$150

CONTINGENCY: \$500

TOTAL: \$3700



Budget

POST-ENGAGEMENT STRATEGY

1) Survey Feedback Analysis

- Gather and Analyze Feedback - Compile survey responses and look for ways to improve in the future

2) Immediate Post-Event Communication

- Thank-You Message
- Event Recap

3) Ongoing Partner Engagement and Next Steps

- Personalized Follow-Up
- Targeted Content (Tips, Other Resources)

4) Long-Term Engagement

- Partner-Specific Recommendations (Ex: send a social media strategy to attendees interested in digital marketing)

5) Measuring Success

- Engagement Metrics
 - Track attendance rates
 - Track new partners gained



Survey.

**THANK
YOU**

