

# DMO Partner Order Form



The Weekend Route®

Having the authority to make purchasing decisions on behalf of the Destination Marketing Organization (DMO), I wish to increase our exposure on The Weekend Route® (TWR) visitor attraction marketing platform by upgrading to a DMO Partner Membership.

## I understand my DMO Partner Membership comes with the following benefits:

In addition to

- \$1.5MM in DMO paid media marketing TWR across the Great Lakes in 2021

Our Premium Listing will provide

- o Unlimited stakeholder listings
- o Promote both traditional and unconventional tourism stakeholders
- o All listings curated and updated by TWR
- o Opportunity for stakeholders to further lift exposure (see Premium Listings)
- o Partner Page showcases all your listings in one place - and can be promoted on your social media and website
- o DMO region branding on all listings
- o Event advertising feature
- o Featured Routes developed for your region
- o Stakeholder referral tracking, and reporting
- o DMO economic impact summary reporting
- o Tourism Media Network® audience access for local advertising

## Tracking & Reporting

Measure the effectiveness of your marketing dollars with advanced tracking.



## Value-add

- DMO partner stakeholders included on [www.theweekendroute.com](http://www.theweekendroute.com) Featured Routes
- Featured Routes promoted by regional Destination Marketing Organization campaigns via:
  - o Print
  - o Radio
  - o Display advertising
  - o Social Media Advertising
  - o Search Advertising
  - o Google WAZE Advertising
  - o Site Advertising
  - o Visitor Guide Advertising

Featured Routes promoted by The Weekend Route® social media, site advertising

# Terms

I understand the agreement is for 12 month. 24 month terms are also available. I understand I can take advantage of a 10% savings when my DMO Partner Membership is paid in full, at the beginning of the 24 month contract term.

## Price

- 12 Months \$5,000 / month
- 24 Months ~~\$10,000~~ **\$9,000**  
You Save \$1,000

This Agreement constitutes the entire understanding between The Weekend Route® and the DMO.

In witness whereof and intending to be legally bound, the parties hereto have caused these presents to be signed by their proper officers thereunto duly authorized.

## Destination Marketing Organization

Company name \_\_\_\_\_

Full name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

## The Weekend Route®

Date \_\_\_\_\_

Full name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

## Credit Card authorization

Visa     Mastercard     American Express

Name on card \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiry date \_\_\_\_\_

CVV # \_\_\_\_\_

Signature \_\_\_\_\_

## The Weekend Route®

739 D'Arcy Street, Cobourg, ON K9A 0H6

Toll-free 1-855-347-4697

Email [hello@theweekendroute.com](mailto:hello@theweekendroute.com)

See what the route offers [@The.Weekend.Route](#)

