



Sponsorship Opportunities

Presented by:

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About Choose Tallahassee

Our Mission:

To enhance our region's innovation and vitality by attracting and retaining a diverse population of young professionals, entrepreneurs, creative talent, retirees, and students.

- **We are** Tallahassee's microphone targeting future residents looking to relocate.
- **We share** Tallahassee's unique stories, moving resources, & partner highlights.
- **We capture leads** through the use of lead magnets, lead capture forms, digital advertising, email funnels and more.

Visit our website, www.choosetallahassee.com, where we promote our outstanding lifestyle of Live, Work, Play & Learn in Tallahassee/Leon County!



Our Strategy

Refer to the **Relocation Funnel** below, which outlines the strategy, current actions and future steps Choose Tallahassee will take to attract new residents to our area.



WEBSITE TRAFFIC

- | | |
|---------------------------------------|---|
| a. Targeted SEO Content -ACTIVE | ✓ |
| b. Organic Social - ACTIVE | ✓ |
| c. Paid Social - ACTIVE | ✓ |
| d. Billboard(s) - ACTIVE | ✓ |
| e. PPC Advertising - WORK IN PROGRESS | ⚒ |

LEAD CAPTURE

- | | |
|-------------------------------------|---|
| a. Downloadable Relocation Guides: | |
| i. Retirees - ACTIVE | ✓ |
| ii. Young Professionals - ACTIVE | ✓ |
| iii. Working Professionals - ACTIVE | ✓ |
| iv. Entrepreneurs - ACTIVE | ✓ |

FOLLOW UP

- | | |
|---|---|
| a. Automated Email Series - ACTIVE | ✓ |
| b. Partner Connect - ACTIVE | ✓ |
| c. Buddy Ambassadors - WORK IN PROGRESS | ⚒ |

LIVE HERE

- | | |
|---|---|
| a. Relocation Tracking - WORK IN PROGRESS | ⚒ |
|---|---|



Key Performance Indicators

Website Traffic: July 2021 monthly users: 5,091 vs. 135 (*year over year increase of 3,671%*)

Targeted SEO: Creation of one blog post per month, optimized for search engines to bring in high volumes of free traffic:

- Best Cities for Retirement: 5,400 search volume per month
- Best Cities for Young Professionals: 2,400 search volume per month
- Beaches Near Tallahassee: 1,600 search volume per month

Organic Social: Posting 3-5x a week of original content and sharing of relevant partner and local business content

Paid Social: Ongoing ad campaigns targeting college students/recent grads, working professionals and retirees

Billboards: Currently, we have one billboard on I-10 (near exit 199)



Lead Capture: Since January 2021, 377 leads were generated (76 in July 2021)

Relocation Guides:

- Retirees: Targeting 55+ retirees looking to relocate to Florida (*In 2020 Florida was ranked the #1 state for Net Migration of Retirees with 67,093 net moving to Florida. 145,600 retirees moved to Florida & 78,500 retirees moved out of Florida. Data: U.S. Census Bureau*).
- Young Professionals: Targeting soon to graduate or recently-graduated college/technical students seeking a career and future place to call home (*Local grads: 18,225 Fall '19 - Spring '20*).
- Working Professionals: 233,000 (non-retirees)
- Small Business Owners/Entrepreneurs: no state income tax makes Florida a desirable place to start a business.
- Recent High School graduates looking for college: WORK IN PROGRESS





Key Performance Indicators (cont.)

Lead Nurture/Follow Up:

- Automated Email Series: Series of 5-6 emails follows up with each individual lead over a period of approximately 45 days, based on their age/interest(s)
- Partner Connect: Leads who have indicated they want further information around a specific topic are funneled directly to Partners using a CRM system
- Buddy Ambassadors (WORK IN PROGRESS): Leads are put in contact with a local “buddy” with a similar background, career or interest to provide first-hand information (ex: a retiree lead is paired with a current retiree resident of Tallahassee)



Sponsorship Opportunities

TALLY NEIGHBORS - \$2,500

A package exclusively for local non-profit & for-profit businesses

- Your business logo prominently displayed on a relevant Choose Tallahassee webpage
- Live Link to your website on the Choose Tallahassee website
- Your organization featured at least two times on Choose Tallahassee social media



TALLY FRIENDS - \$5,000

- Membership on a Choose Tallahassee Committee (Marketing, Communications, Fundraising, Diversity) or Action Team
- Annual opportunity to contribute "your story", which will be featured on the Choose Tallahassee blog
- Your business logo, listing & link prominently displayed on a relevant Choose Tallahassee webpage
- Your business featured 3x on social media, highlighted 2x in email campaigns
- Company promo item or company-provided marketing materials distributed at any Choose Tallahassee events
- First rights to participate in Choose Tallahassee events
- Direct referrals to your organization from prospective resident inquiries (500+ inquiries to date)
- Spotlight of your company logo at Welcome events
- Opportunity to serve as a distribution point for a future Choose Tallahassee Magazine, Guide or similar item



TALLY ADVOCATES - \$10,000

All Tally Friends benefits, plus:

- Anchoring role as spotlight vendor in your industry category on Choose Tallahassee website
- Your organization featured at least 4x on Choose Tallahassee social media
- Opportunity to provide a 30-sec video featuring your business, which we will highlight either on the Choose Tallahassee website, on social media, a blog post or other similar distribution channel
- Potential media coverage opportunities in local, state, and national media
- Co-Hosting and participating in Welcome Events for new residents

TALLY CHAMPIONS- \$20,000

All Tally Friends & Advocates benefits, plus:

- Your business featured 5x on social media, highlighted 3x in email campaigns
- Opportunity to provide a 60-sec video featuring your business which we will highlight either on the Choose Tallahassee website, on social media, a blog post or other similar distribution channel
- Additional customized benefits possible





Future Investment Opportunities

*Exciting New Initiatives & Partnership Package Benefits
Coming Soon!*

- Participation in “Find Your Tribe” initiative, where new and prospective residents connect with existing residents around similar interests
- Choose Tallahassee Ambassador programs
- Potential media coverage opportunities in local, state, and national media
- Co-Hosting and participating in other Welcome Events for new residents
- Expanded Billboard placements
- New Restaurant category as shown below:

TALLY – SHOP, EAT & DRINK LOCAL – \$500

A package exclusively for local shops, restaurants, and nightlife





As a valuable sponsor, your organization will be given brand visibility throughout the year. By partnering with Choose Tallahassee, you are also contributing to the overall growth and success of our city, making it the premier Florida destination for people of all ages to Live, Work, Play and STAY!

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