



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 and actions Choose Tallahassee takes to attract new residents to our area.



WEBSITE TRAFFIC

- | | |
|---------------------------------|---|
| a.Targeted SEO Content - ACTIVE | ✓ |
| b.Organic Social - ACTIVE | ✓ |
| c.Paid Social - ACTIVE | ✓ |
| d.PPC Advertising - ACTIVE | ✓ |

LEAD CAPTURE

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

FOLLOW UP

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

LIVE HERE

- | | |
|--------------------------------|---|
| a.Relocation Tracking - ACTIVE | ✓ |
|--------------------------------|---|



2022 Performance

Website Traffic: 2022 website users: 86,905 (34.91% increase from 2021)

Organic Traffic: 2022: 48,054 (47.32% increase from 2021)

Leads Generated: 2,463 (217.4% increase from 2021)

Average Cost Per Lead: \$8.56 (decrease of 68.15% from 2021, which is a significant cost savings)

Facebook Followers: 6,517 (195.29% increase from 2021)

Instagram: This account was launched in Q1 2022 in an effort to increase reach and exposure among the Millennial audience. At the end of 2022, there were 837 followers.



In 2022, the primary focus was on **growth & measurement**, as well as providing materials to the Fundraising team, in an effort to create a more sustainable budget for the organization over the next 3-5 years.

Outside of the metrics reported above, major accomplishments included:

- Research & creation of materials relating to the city's Population Growth Rate, and the Tallahassee area's Gross Domestic Product (GDP). Items produced:
 - Fundraising Infographic
 - Funding PowerPoint Presentation
 - Funding Proposal
- Creation & launch of a survey to determine which households in our database (i.e. those who have seen our marketing) relocated to the city
- Continued efforts with Blogging, SEO, Organic Social Media, Paid Social Media, and Digital Advertising (Google PPC)
- ***These efforts resulted in an estimated \$3.3M increase in local area GDP in 2022***





2023 Plans

With a similar operating budget as 2022, Choose Tallahassee can continue the following marketing efforts throughout 2023.

- Management of:
 - Website
 - Digital Advertising
 - Paid Social Media
 - Email Marketing
- Monthly blog posts around target keywords
- Creation of an organic social media content calendar and regular weekly postings

Choose Tallahassee is currently generating about 200 leads a month. However, we aren't able to serve ads to all target audiences, due to current budget limitations. Additional funds would allow us to target more of our key audiences (like incoming college students and entrepreneurs), and significantly increase the number of leads generated on a monthly basis.



Sponsorship Opportunities

TALLY NEIGHBORS - \$2,500

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

- Organization logo or photo featured on relevant webpage
- Live link to Organization website
- Highlighted on social media 1x per year
- Exclusive access to purchase: ad space on 6 most trafficked pages on the website *and/or* ad space in Relocation Guide



TALLY FRIENDS - \$5,000

- Organization logo or photo featured on relevant webpage
- Live link to Organization website
- Highlighted on social media 2x per year
- Exclusive access to purchase: ad space on 6 most trafficked pages on the website *and/or* ad space in Relocation Guide
- Opportunity to share "your story" on our blog once a year
- Editorial inclusion in 1 of the 4 quarterly newsletters
- Editorial feature in relevant relocation guide(s)*
- Membership on the Choose Tallahassee Board, Committee, or Action Team

** if applicable. The organization must meet relevant criteria e.g. content must fit within an existing section (i.e. housing, education, things to do, jobs, etc.)*





TALLY ADVOCATES - \$10,000

- Organization logo or photo featured on relevant webpage
- Live link to Organization website
- Highlighted on social media 3x per year
- Exclusive access to purchase: ad space on 6 most trafficked pages on the website and/or ad space in Relocation Guide
- Opportunity to share "your story" on our blog once a year
- Opportunity to feature your promo video on our website
- Editorial inclusion in 1 of the 4 quarterly newsletters
- Organization logo & live link included in all 4 newsletters
- Editorial feature in relevant relocation guide(s)*
- Inclusion in email automations*
- Membership on the Choose Tallahassee Board, Committee, or Action Team

TALLY CHAMPIONS- \$20,000

- Organization logo or photo featured on website homepage
- Organization logo or photo featured on relevant webpage
- Live link to Organization website
- Highlighted on social media 4x per year
- Exclusive access to purchase: ad space on 6 most trafficked pages on the website and/or ad space in Relocation Guide
- Opportunity to share "your story" on our blog once a year
- Opportunity to feature your promo video on our website
- "Presented by" in newsletter header for 2 of the 4 quarterly newsletters
- "Presented by" Partner featured on Relocation Guide cover
- Editorial feature in relevant relocation guide(s)*
- Inclusion in email automations*
- Membership on the Choose Tallahassee Board, Committee, or Action Team

** if applicable. The organization must meet relevant criteria e.g. content must fit within an existing section (i.e. housing, education, things to do, jobs, etc)*



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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