



Sponsorship & Advertising 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)

Email Subscribers: 5,361+

Average Open Rate: 31% (10% higher than industry standard)

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

Instagram Followers: 837 (first launched in 2022)



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.***





2024 Plans

With a similar operating budget as 2023, Choose Tallahassee can continue the following marketing efforts throughout 2024.

- 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.



Partnership Opportunities

TALLY CHAMPIONS- \$20,000 - *only 1 left!*

- 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 – 50% discount on annual ad placements
- 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*
- Opportunity to serve on one of Choose Tallahassee Committees

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 – 25% discount on annual ad placements
- 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*
- Opportunity to serve on one of Choose Tallahassee Committees

** 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.)*



Partnership Opportunities

TALLY FRIENDS - \$5,000 - *only 3 left!*

- 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 - 15% discount on annual ad placements
- 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
- Editorial feature in relevant relocation guide(s)*
- Opportunity to serve on one of Choose Tallahassee Committees



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 - 10% discount on annual ad placements

** 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.)*



Advertising Opportunities

There is a significant opportunity to market your organization to individuals and families who have recently moved to, or are interested in moving to Tallahassee!

These ad packages are available at discounted rates to all Choose Tallahassee Partners (see Partnership Opportunities for details).

Choose Tallahassee projects that nearly **100,000** people will visit to our website in 2024. We also project that **2,500** people and families will download one of our five relocation guides.

These are interested people/families with a high likelihood of moving to Tallahassee/Leon County. The five guides are:

- Retirees
- Working Professionals/Families
- Young Professionals
- Incoming College Students
- Entrepreneurs/Business Owners

Space is limited and these opportunities are offered on a first-come, first-served basis.

All ads are offered on an annual basis (the intention and will run from January – December).

Each advertiser is entitled to ad placement in up to 5 of our guides.

Please note, all ads are annual and will run for a 12-month duration.



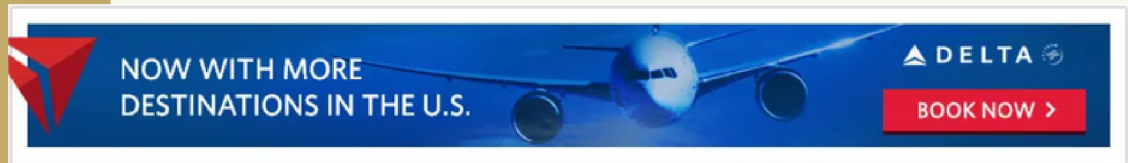
Website Opportunities

This is a great opportunity to place a banner ad on one of our most highly trafficked pages:

1. [Live](#)
2. [Festivals & Events](#)
3. [Retirees](#)
4. [Neighborhoods](#)
5. [Events Calendar](#)
6. [Fun Facts](#)

There were more than **85,000** visitors to the Choose Tallahassee website in 2023, and we expect that number to increase in 2024.

Example & Specifications



Client to provide banner ad in 2 sizes:

- 970x90 for desktop/PC
- 320x50 for mobile
- Destination URL (use of a tracking URL is recommended)

Files should be sent as high-resolution JPG, PNG or as a PDF. If ad is sized incorrectly, we reserve the right to resize it and/or re-create it to fit accordingly. All files must be provided to us if re-creation of the ad is needed.

Pricing

\$1,500/year

There are only 6 banner ads available. Opportunities are offered on a first-come, first served basis.



Relocation Guides

This is a great opportunity to gain exposure among prospective Tallahassee residents, in up to 5 of our Relocation Guides:

1. Retirees
2. Working Professionals/Families
3. Young Professionals
4. Incoming College Students
5. Entrepreneurs/Business Owners

There were more than **2,500** downloads of the Choose Tallahassee Guides in 2022, and we expect that number to increase in 2024.

Specifications

<p>Full Page 8.5" x 11"</p> <p>No Bleed</p>	<p>Half Page 7.5" x 4.75"</p> <p>No Bleed</p>	<p>1/4 Page 3.5" x 4.75"</p> <p>No Bleed</p>
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Create your ad to the exact size listed above. Files should be sent as high-resolution JPG, PNG or as a PDF. If ad is sized incorrectly, we reserve the right to resize it and/or re-create it to fit accordingly. All files must be provided to us if re-creation of the ad is needed. When sending your file, please send the destination URL as well (tracking URL recommended).

Pricing

Quarter Page: **\$1,500/yr** (limit 4)

Half Page: **\$3,000/yr** (limit 4)

Full Page: **\$5,000/yr** (limit 2)





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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