



# Explore Fenelon Falls SPONSORSHIP PACKAGE

Are you interested in increasing your brand's presence in Fenelon Falls and the surrounding area? Are you looking to give back to the community? If you are interested in promoting your business in the Jewel of the Kawarthas, we have some great opportunities for you to explore!



Every chamber member receives **shares of business promotional posts on social media** that are posted by you or your business. Also, **article(s) in the Town Crier** submitted by you or your business.



## SPONSOR

**\$1200.00 + hst**  
for Chamber  
Members

**\$1500.00 + hst**  
for non  
Chamber  
Members

1. Business logo at bottom of Town Crier email sent to subscribers.
2. Business logo featured on front page of website below featured articles for the week.
3. 5 social media promotional images created by Barton Creative Co. custom to your business and logo with ability to edit.
4. Rotating banner at top of sponsorship 'thank you's'.
5. 2 Features on all social media sites and in Town Crier written by Town Crier team with collaboration on style, subject, etc. Articles can alternatively be used to promote the local charity of your choice.

**TOURIST INFO  
CENTRE**  
explorefenelonfalls.com

**15 Oak St, Fenelon Falls | (705) 887-3409**  
**hello@explorefenelonfalls.com**

**www.explorefenelonfalls.com**  
**Find us on Facebook & Instagram**



# ADVERTISING OPTIONS



## CONNECT YOUR BUSINESS TO OUR COMMUNITY

### WEBSITE STATS

- Our website had over 83,000 page views in 2020 with 38,000 unique visitors. This represented a 28% increase from the 2019
- Our most popular content includes our News articles, Events calendar, and our Business directory
- The #1 source of information for events in Fenelon Falls (source: Google Analytics)
- Our newsletter is received by ~1900 individuals and has a 50% open rate, much higher than the industry average!

### SOCIAL STATS

- Our content reached over 1.7 million screens in 2020 and were seen by nearly 81,000 people on Facebook alone. Our following has grown to well over 8500 individuals
- On Instagram, our content was seen on an additional 178,000 screens reaching over 85,000 people. Our following grew to over 1300 individuals
- Top cities reached include: Toronto, Fenelon Falls, Lindsay, Peterborough, Bobcaygeon, Coboconk, and Port Perry
- Approximately 3/4 of our following identify as female

### TOWN CRIER AD

\$50 per edition

600 x 600 graphic linked to the URL of your choice

### SOCIAL MEDIA POST

\$50 per post, \$125 includes boost

Brand graphic with copy-editing and optional paid boost to our local followers and audience

### WEBSITE AD

\$125 monthly or \$1250 annually

Your choice of Block (525 x 350) or Banner (1375 x 250) ad featured strategically around our website

### ADVERTORIAL

\$175 per 500 words

Promoted on our website, social media, and in the Town Crier

HST applicable to all prices.