

Dear Member,

The Rogers Park Business Alliance is pleased to announce a collaborative effort with Choose Chicago, the official sales and marketing organization for the city of Chicago, to raise awareness of the rich cultural assets, heritage and diversity found within our neighborhoods. By aligning our organization with Choose Chicago our member businesses can benefit from increased exposure and promotion to the more than 46 million visitors who come to Chicago each year. Together our organizations can bring to life the full breadth of unique experiences found in the Rogers Park area and share these through regional, national and international marketing and public relations initiatives driven by Choose Chicago. Through a multi-faceted approach to selling Chicago as a travel destination, Choose Chicago's goals are to increase annual visitation to 50 million and elevate Chicago to be among the top five US cities (currently #9) for inbound international travel by 2020.

Our goal is to work closely with Choose Chicago to provide them the resources, information and expertise to leverage the opportunities to showcase our local businesses to visitors looking for a true Chicago experience.

Below are just a few initiatives that we are supporting Choose Chicago with:

- **Neighborhood Microsite** – Recently launched, this new neighborhood section of [choosechicago.com](http://choosechicago.com) will extensively promote Chicago's neighborhoods through rich content, business listings, videos, maps and more.
- **Chicago Restaurant Week** – The 7<sup>th</sup> Annual Chicago Restaurant Week 2014 will be held January 24 – February 6. This event is designed to promote the restaurant industry and drive traffic to participating restaurants during a traditionally slow time of year. In 2013, 286 restaurant partners participated and over 513,000 diners were served.
- **Chicago Theatre Week** – The League of Chicago Theatres' 2<sup>nd</sup> Annual Chicago Theatre Week will take place February 11 – 16, 2014. As the presenting sponsor, Choose Chicago will help support this event which promotes Chicago's vibrant theatre scene with deeply discounted tickets at over 75 theatres throughout Chicago.

**Special Offer:**

To further increase your organization's exposure and build deeper relationships within the visitor industry, Choose Chicago has extended a special opportunity for our members. Become a partner of Choose Chicago before November 30, 2013 and receive 25% off your first year dues. Partnerships start at less than \$75 per year with this special offer (excluding accommodations). As a partner you will have the opportunity to be:

Listed on the Choose Chicago website and in official visitor publications:

- An online profile on [www.choosechicago.com](http://www.choosechicago.com), the official destination website for Chicago which receives more than 2.5 million unique visits per year. In addition, your business will be listed on the Choose Chicago mobile app.
- Inclusion in several publications including the Chicago Official Visitors Guide with an annual distribution of over 600,000. This guide can be found exclusively at McCormick Place and the city's official Visitor Information Centers. The Official Visitors Guide is also available at Midway and O'Hare airports, select hotels and attractions and sent to consumers in key regional markets who plan visits to explore Chicago.

Your organization can also:

- Participate in Chicago Restaurant Week
- Take advantage of exclusive co-op marketing and advertising opportunities
- Learn and network by attending seminars and special events exclusively for Choose Chicago partners
- Access key data and other industry resources
- Receive industry news and communications

The Rogers Park Business Alliance looks forward to a longstanding, mutually beneficial relationship with Choose Chicago to drive awareness and visitation to our neighborhood. We hope you will consider this great opportunity.

For complete partnership information or to enroll, simply go to <http://www.choosechicago.com/partners/>. Enter the promo code **NCC25** in Step 4 of the online registration process to receive 25% off your partnership package. If you have questions regarding Choose Chicago partnership opportunities please contact [partnership@choosechicago.com](mailto:partnership@choosechicago.com) or 312-567-8461.

Sincerely,

Sandi Price  
Executive Director  
Rogers Park Business Alliance



Nina Winston  
Vice President of Strategic Partnerships  
Choose Chicago