CHALLENGE WINTER!
Stay with Us...
in Jim Thorpe
& Surrounding Areas.
Sponsorship
and Media Kit
Expand Your Reach
To New Customers
& New Markets...
red bag savings
entertainment
workshops
shopping
dining
tours
Powered By:
CARBON CHAMBER
& Economic Development
Accommodations Committee
www.challengewinter.com
2014

Expand Your Reach to New Customers & New Markets…
Participate in CCEDC's CHALLENGE WINTER 2014

Challenge Winter 2014

The Carbon Chamber & Economic Development Corporation (CCEDC) has created an amazing and fun winter marketing campaign to draw tourists to Jim Thorpe and the surrounding areas of Carbon County between January and March of 2014. The name of this campaign is **Challenge Winter**.

During the first quarter of 2014, visitors to Jim Thorpe and surrounding areas of Carbon County will have the opportunity to book a stay at a participating Jim Thorpe B&B or Carbon County accommodation and purchase ticket(s) for various scheduled, fun Challenge Winter activities as well as attend other regular events in the area. In addition, Challenge Winter visitors will receive V.I.P. Access to shoppes in downtown Jim Thorpe during special hours and will be exposed to various Carbon County dining opportunities. Those visitors, who book a two-night stay will also receive a **RED BAG** from their host filled with a variety of goodies and other discounts (which will be different for every participating location as each accommodation is responsible for stuffing their own red bags). (Red bags can be ordered and personalized with the event name and your company name through www.discountmugs.com . Order Item #BM34LE79 - Red).

But that is not all...Challenge Winter visitors may also take our **"Winter Challenge"** and enter our **Challenge Winter Photo Contest**, which will be conducted on **Instagram** and **Facebook**. To enter, a visitor must take a fun and creative photo of themselves or with family and friends at a participating Challenge Winter location or while doing a Challenge Winter activity and include their RED BAG in the photo. They will then be asked to upload their photo to Instagram with the hashtag: **#challengewinter**. They can also share this entered photo on our Challenge Winter Facebook page at www.facebook.com/challengewinter. During January, February & March, one photo winner will be chosen by our Challenge Winter judges at the end of the month and awarded a fabulous prize package (which can be comprised of: overnight or weekend stays, ski lift tickets, concert tickets, dinner gift certificates and more). Winners will be notified through Facebook and/or Instagram.

To get the BUZZ going, we will also have a Winter Challenge Photo Elf visiting various Challenge Winter locations during the campaign to take **"Flash Freeze Red Bag Photos"** of Challenge Winter visitors and in exchange they will receive instant prizes. Photos will be posted on our social media networks.

So how can you get involved as a participating Challenge Winter business, prize donator or sponsor, so that you can expand your reach to new customers and new markets, read on to find out…

Marketing of the Campaign

Campaign Target Markets

Target areas include: Pennsylvania, New Jersey, Washington, D.C., Delaware and Maryland.

How We Are Marketing Challenge Winter…

Dina Tulli Davis of JumpSpark Creative Group and the CCEDC Marketing Committee and Accommodations Committee will be widely promoting Challenge Winter using a variety of popular online and guerilla marketing strategies and vehicles, such as:

1) Main brand-specific mini-web site at www.challengewinter.com with an alternate site at: www.stayinjimthorpe.com

2) Brand-specific social media networks (Facebook and Instagram)

3) CCEDC social media (Facebook, YouTube) and Carbon eLink electronic newsletter

4) Stay in Jim Thorpe B&B's Facebook page

5) Challenge Winter's participating businesses, accommodations & sponsors social media networks and web sites (Challenge Winter badges/buttons available by request for linking to www.challengewinter.com.) = social media & web site linking

6) Greater Lehigh Valley Chamber of Commerce (GLVCC) blog post and distributed through their other media channels.

7) E-mail Distribution: CCEDC, GLVCC, CCEDC's Accommodations Committee E-mail, & static e-mail advertisement will be available in JPEG format for all participating businesses, accommodations & sponsors to send to their e-mail lists.

8) Press Releases distributed to media and online as well as online event calendars & bulletin boards.

9) Targeted Google AdWord Campaigns

10) Flyers/posters

11) Brand-specific video marketing

12) Contest marketing

13) Word of mouth

Please note that as a result of our research and because this program is in its first year, we have determined that the above marketing strategies would better serve us in reaching more of our target audience in our market segments as well as on a national level while keeping costs reasonable. In the future, we will evaluate the return on our current marketing efforts and then determine if expansion of those efforts is necessary.

Challenge Winter is just another example of the value of your CCEDC membership. Those who choose to sponsor and participate in the campaign will enjoy an expanded reach to new customers and the chance to highlight their business in numerous ways. Here's how…

Challenge Winter Starts with an Accommodations Package

At the heart of Challenge Winter is the two-night stay and the red bag of delight. We are asking each participating B&B or accommodation to write one or two special packages that aren't available at any other time of year. The package must include a two-night stay and our logo red bag containing gifts, discounts, and whatever else you want to offer.

You can write a romantic package or something creative that only your business can offer. We aren't including ski packages in this promotion because most of us already have ski packages. However, you could include a gift certificate for dinner at Blue Mountain. If you want to see what's already on offer, follow this link. http://www.jimthorpebedsandbreakfasts.com/challenge_winter.html

Advertising Opportunities

You have several great opportunities for co-op advertising by becoming a sponsor. Each part of our marketing plan will be supported by sponsor dollars, and the more sponsors we get, the more advertising we can do. Please see below to discover what is available. Also, click on http://www.ChallengeWinter.com and follow through our website for more information and inspiration.

- Want to Participate as a Challenge Winter Business, Accommodation or Event Program/Workshop?

  Please contact **Eileen East**, CCEDC's Accommodations Committee Chair at (570) 325-0216 or **eileeneast@gmail.com**.

- Want to Participate As a Sponsor (There are 4 Ways!)...

LEVEL I - PREMIUM SPONSORS (2 Options):

A) Branded Challenge Winter Video Sponsor: $1,000 (Member) | $1,300 (Non-Member)
The Benefits: Your company logo on the Challenge Winter video that will advertise and explain the Challenge Winter Program. It will be distributed on www.challengewinter.com, YouTube, e-mail and various social media networks as well as will be used as a promotional tool in various places for next year. Plus, linked listings on our web site, online marketing, CCEDC e-mail marketing and Level II social media posts as well as mention in press releases.

B) Challenge Winter Prize Sponsor: $500 (Member) | $650 (Non-Member)
The Benefits & Requirements: We will shoot a segment of the branded Challenge Winter video at your location, plus, we ask that you donate a night or weekend stay, event or lift tickets, dinner gift certificate or other related prize to our monthly Challenge Winter Photo Contest Prize Package. (Note that the video will be distributed on www.challengewinter.com, YouTube, e-mail and various social media networks.) Plus, linked listings on our web site, online marketing, CCEDC e-mail marketing and Level II social media posts as well as mention in press releases.

LEVEL II (Gold) ELECTRONIC MEDIA SPONSOR: $250 (Member) | $325 (Non-Member)
The Benefits: Linked listing on web site, CCEDC e-mail marketing, 5 Facebook posts on Challenge Winter's Facebook page, CCEDC's Facebook page & the B&B's Facebook page (1 personalized about your business and 4 noting your involvement with Challenge Winter.) Mention in press releases.

LEVEL III (Silver) ELECTRONIC MEDIA SPONSOR: $100 (Member) | $130 (Non-Member)
The Benefits: Linked listing on web site, 3 Facebook posts on Challenge Winter's Facebook page and on CCEDC's Facebook page (noting your involvement with Challenge Winter.)

To Become a Sponsor… (Deadline January 31, 2014)

Step 1: Please complete the accompanying sponsorship application and e-mail it to Eileen East, CCEDC's Accommodations Committee Chair: **eileeneast@gmail.com .**

Step 2: Checks should be made payable to: CCEDC (or Carbon Chamber & Economic Development Corporation) with Challenge Winter in the memo section. Please mail or drop off to **Kasara McLaughlin** at the CCEDC office at 137 South Street, Lehighton, PA 18235. **Please include a copy of your application with your check for our reference.**

Step 3: E-mail any logo artwork as per the specifications below.

ART REQUIREMENTS FOR LOGOS:

We prefer that you submit your logo in color and in a hi-resolution format (300 dpi) in EPS, TIFF, PDF or (hi-res) JPEG format for the best quality rendering. We will reformat the file for resolution specific to its application in our advertising/marketing.

Artwork should be e-mailed to **Dina Tulli Davis of JumpSpark Creative Group** at **dina@jumpsparkcreative.com**, once you have completed and e-mailed your application and submitted your payment. (If you should have questions about artwork, please contact Dina at 570-722-3751.)

Step 4: If your sponsorship level benefit requires information for social media postings, please send any pertinent information with **Kasara McLaughlin at CCEDC** at **kmclaughlin@carboncountychamber.org** . **Please include: Challenge Winter Sponsor Facebook in the subject line.**

Thank you for your participation as a Challenge Winter business and/or sponsor. With your help, we look forward to making the first year of Challenge Winter a huge success!

Challenge Winter Contacts…

Eileen East, CCEDC's Accommodations Committee Chair:
Phone: (570) 325-0216 | **E-mail:** eileeneast@gmail.com

Dina Tulli Davis, JumpSpark Creative Group:
Phone: (570) 722-3751 | **E-mail:** dina@jumpsparkcreative.com

Kasara McLaughlin, CCEDC's Director of Member Relations:
Phone: (610) 379-5000 | **E-mail:** kmclaughlin@carboncountychamber.org

Challenge Winter Web Site & Social Media…

Main Web Site: www.challengewinter.com

Alternate Site: www.stayinjimthorpe.com

Facebook Page: www.facebook.com/challengewinter

Instagram: http://instagram.com/challengewinter/#

YouTube (CCEDC): www.youtube.com/carbonecon

Red Bag Ordering…

Red bags can be ordered and personalized with the event name and your company name through www.discountmugs.com . Order Item #BM34LE79 - Red