



Media and Collateral Partnership Program - 2007

A simple program to extend the Port Townsend message reach—doubling the airtime, print space, internet ad or collateral message. Any tourism business or organization may consider this opportunity to match funds with the City with the following criteria.

- City Marketing funds are limited
 - Matching funds will be limited up to \$4,000 of City funds per partnership.
 - Partner may apply for opportunity one time each calendar year.
 - These funds may change each year and are not guaranteed each year.
- Partners
 - Partners may express interest at anytime. The program and funding will be based on availability of funds by time period and media desired by partner and City.
- Media or Collateral choices
 - The marketing must be placed outside the City of Port Townsend and must be mutually agreeable between partner and City Marketing Contractor.
 - Media must be willing to split the billing between partner and City.
- Dates/Time Period
 - Time periods must be mutually agreeable between partner and City Marketing Contractor.
 - Preference will be given to marketing September through May.
- Message
 - Partner must be willing to mention Port Townsend and www.EnjoyPT in their marketing effort as mutually agreeable between partner and City Marketing Contractor.
- Accountability
 - Partner must be willing to submit results of marketing campaign in a format that is mutually agreeable between partner and City Marketing Contractor. Results must be submitted within 60 days of end of marketing partnership program.

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