

The Rivertowns Tourism Board (RTB) “Taste of Rivertowns” Promotion

Profit From a Unique, Low-Cost Way to Attract Out-of-Towners to Your Restaurant or Business

The Rivertowns of Ardsley, Dobbs Ferry, Hastings on Hudson, and Irvington have a unique combination of great places to walk and bike ride—the Old Croton Aqueduct and the Old Putnam Rail Trail—along with a great selection of dining options representing almost every cuisine and price range, as well as attractions and shopping.

Backed with a \$17,000 NY state grant, the RTB will feature a spring and summer radio advertising and year-round Web and map advertising program targeted to attract walkers and cyclists from outside the Rivertowns who also love to eat.

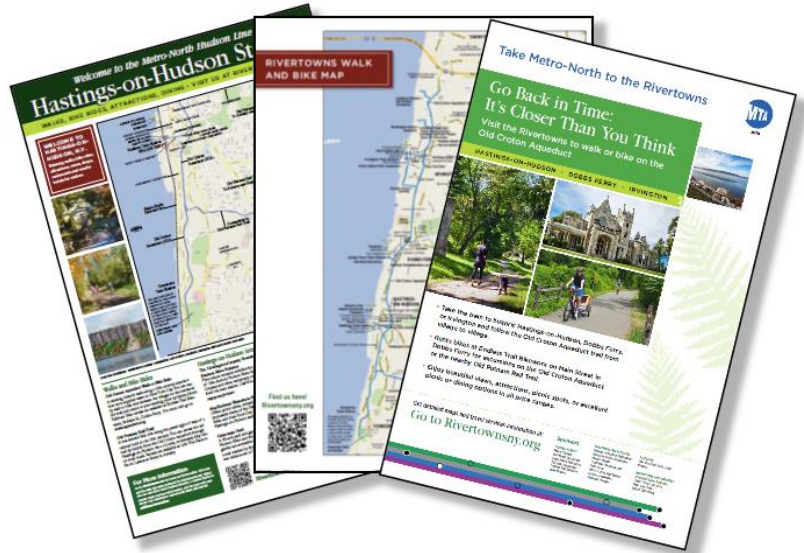
Here’s a great way to put your restaurant, shop, attraction, or service on the radar screen with the growing number of out-of-towners coming to walk and cycle on our trails.

Restaurants can promote a specific early bird or other special for visitors from out of town seeking a breakfast, picnic, lunch, or dinner; shops can offer specials or discounts.

- The “Taste of Rivertowns” Walks and Bike Rides include itineraries for walkers and cyclists of all levels seeking a short escape offering historic trails, great views, excellent restaurants in all price ranges, as well as spa services, and interesting places to shop.
- This program promotes the Rivertowns’ unique combination of great walks and bike rides, restaurants, shops, and spa services, available to millions of people coming by train or car.
- The Rivertowns Tourism Board will be actively promoting “Tastes of Life” Walks and Bike Rides through a combination of radio and Internet advertising, and map distribution at area hotels, based on a \$17,000 media budget provided by a New York State grant.

“Taste of Rivertowns” Promotional Details

- Each participating restaurant, retailer, or attraction is invited to create a special offer specially designed for visitors who can show a driver’s license or passport demonstrating that they come from anywhere but the Rivertowns of Ardsley, Dobbs Ferry, Hastings on Hudson, and Irvington. Offers can include:
 - A special discount or package price of clear appeal.
 - A special meal served at lunch or early evening to promote incremental business.
 - A free drink or other gift of high perceived value that will encourage people to identify themselves as visitors from outside the Rivertowns.
- Each sponsor and its Taste of Rivertowns promotional offer for out of towners will be listed on the maps and featured on the Rivertownsnny.org web site, and on walking and cycling maps distributed via at area hotels and other locations.



"Taste of Rivertowns" Marketing Support

The promotion will be marketed via:

- Two, expanded radio campaigns instead of one to promote the Rivertowns walks and bike rides, attractions, and seasonal events, and opportunity for on-air mention for sponsors.
- A year-round Web advertising program to attract walkers in the greater New York City metropolitan area through the NY/NJ Trail Conference with 90,000 unique visitors a month.
- Tourism maps in the local train stations and kiosk posters in over 200 Metro North locations with sponsor listings.
- Distribution of 18,000 tourism maps in 29 area hotels and at Westchester County Airport from April to November 2013 to reach business and leisure travelers looking for a short escape—sponsors will be featured on the map with the opportunity to include an offer to track results.

All sponsors receive advertising on the Web site and listings on the web site and maps based on their level of sponsorship. **Only sponsors will be featured on the map and in the program.**

2013 Sponsorship Program and Rates

Platinum Sponsor: \$950

- Tier-one listing on the print maps distributed at area hotels and the airport, with highlighted locator flag, and a 1 by 1 ½ inch ad on the map.
- Tier-one size web ad on home page of Rivertownsnyc.org.
- A tier-one listing in the online tourism directory for all three villages.

Diamond Sponsor: \$750

- The tier-two listing on the maps, with locator flag, distributed at area hotels and the airport.
- Tier-one size web ad on all inside pages of the overview and walk maps for all three villages on the Rivertownsnyc.org website, and a 1 by 1 inch ad on the map.
- A tier-two listing in the online tourism directory for all three villages.

Gold Sponsor: \$400

- The tier-three listing on the maps all three villages, with locator flag, distributed at area hotels and the airport.
- Tier-two size web ad on all pages of the overview and walk maps for two villages on the Shortescapes.net website.
- A tier-two listing in the online tourism directory.

Silver Sponsor: \$150

- Tier-four listing on the maps, with locator flag, distributed at area hotels and the airport..
- Tier-two web ad on the overview page for one of the three villages.
- A tier-two listing in the online tourism directory for one village.

Explanation of Map Listing and Web Ad Tiers

Map Listing Tiers: Sponsors receive one line of text on the map directory for each level of sponsorship; i.e. Platinum sponsors get four lines; Silver sponsors get 1 line.

Map Display Ads: There are two sizes—1 by 1 ½ inches; 1 by 1 inch.

Web Ad Tiers: There are two sized web ads: The Tier 1 ad is twice as large as the Tier 2. (Ask for a spec sheet for precise dimensions.)

How to Sponsor: To become a sponsor or renew a sponsorship, please fill out attached sponsorship form identifying your level of commitment along with a check or credit card number.

For additional information, please contact 914-591-7600, ext. 230; bolger@theeee.org