Tourism Event Support 2015

Tourism Burlington receives many inquiries from local residents and Burlington visitors on what *Things there is to See & Do in Burlington*. We are happy to partner with local event organizers and provide information about the varied and fabulous events and festivals that take place in and surrounding the City of Burlington.

What organizers can do to maximize tourism resources:

1. **Become a Partner** - Tourism Burlington wants you to be a "Tourism Partner" – Please take the time to complete a "*Partner Profile*" online and return it to Tourism Burlington. It is FREE to be a partner and there are many Marketing opportunities that you can take advantage of by doing so. For more info refer to website.

2. **Tourism Services** - Partners are invited to distribute their event flyers and a poster at the Tourism Burlington Visitor Centre. Please make sure that we have your flyers and event information prior to your event, in order to be able to assist in the promotion. Many people visit the Tourism Information Centre looking for your event info.

   a) If you are organizing a major event (1,000 people or more) set up a meeting with Sally to update us on the features of your event.
   b) Provide copies of promotional materials as soon as available
   c) Copy info@tourismburlington.com on all media releases, communications
   d) Provide the Visitor Centre with an event site map if possible so we can assist visitors with directions. Please add the Visitor Centre to site maps or flyers and include the ? symbol
   e) Include the Visitor Centre on your Volunteer training site-walk so volunteers can direct inquiries.
   f) Distribute Burlington Tear Maps, guides, event listings at your event information booth.

3. **Cross-market** - Link your website to the Tourism Burlington so visitors can obtain other destination information and stay longer. www.tourismburlington.com.

4. **Social Media** - Follow us on Facebook, Twitter, LinkedIn, Pinterest, YouTube, Tourism Blog (website) and we will assist with getting your message out. We are regularly looking for guest bloggers too so contact us for more details. If you use Twitter create an event hashtag and share with your partners. Use **#BurlON** when referring to Burlington Ontario.

   /TourismBurlington
   @BurlingtonTour
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5. **List your events for free on:**
    a) City of Burlington events calendar
    b) Ontario Travel site by visiting the Tourism partners website.
    c) See separate list of websites that allow free event listings.

6. **Festivals and Events Ontario:** If you are a member of this organization, be sure to post your event information on their website and submit ad placements by deadlines.

7. **Photos** - Forward your festival and event photos (high resolution photos on CD/Stick required with credits) to Tourism Burlington. You never know…we may highlight your event by including a picture in one of our annual publications, on our website or in social media.

8. Industry Ambassador Training - Session is held in June annually is is a FREE training event for the benefit of your front line staff and volunteers. Stay tuned for details in the Tourism Enews.

9. **Poster Placement Opportunity** – A 2' x 3' Poster Frame is available at the Burlington Visitor Centre for your event poster placement if you participate in tourism advertising. It is your cost to print the poster (2 'x 3'). Length of placement depends on time of year and other requests, but can be up for 1 week prior to event. Book via email.

10. **Visitor Guide & Tear Map**- Tourism Burlington's Visitor Guide comes out each spring and we distribute 50,000 copies across Ontario. 30,000 Tear maps are produced annually each fall and distributed to local attractions, hotels, gas stations, retail outlets, and included in Tourism Burlington welcome bags. You have an opportunity to advertise your event within the Visitor Guide and Tear Map and on the website. If you are interested please contact us.

11. **Chocolate Themed Events** – cross promote your event on the Burlington Chocolate Trail website. Send event information to Linda Cvetanovic.

Tourism Burlington is the official destination marketing organization for Burlington, Ontario, Canada

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