

Alberta Campaign
April – July, 2012



go VANCOUVER ISLAND!



POWER UP AND PITCH ALBERTA — OUR #1 OUT OF PROVINCE MARKET WITH MORE LEISURE DOLLARS TO SPEND!

We're powering up to re-launch **goVANCOUVERISLAND!** The 2011 campaign achieved exceptional returns and 2012 offers even greater value as Tourism Vancouver Island is excited and able to invest more **Tourism Partner Program** dollars this year. This means more media for less money for our stakeholders!

Alberta's 4 million residents are just a short, direct flight away from our exciting array of adventures and natural wonders. With more leisure dollars to come, stay, play and spend, they're waiting to be welcomed with timely, high-value offers and distinct experiences they can't get at home.

The 2011 campaign efficiently delivered over 50 million Alberta market impressions; 2012 is geared up to go a good deal better!

BOLD MULTI-MEDIA CAMPAIGN PROMOTES TOURISM VANCOUVER ISLAND AND STAKEHOLDER BRANDS, DRIVES TRAFFIC TO BRANDED WEBSITE FEATURING PARTNER'S EXCITING OFFERS AND EXPERIENCES!

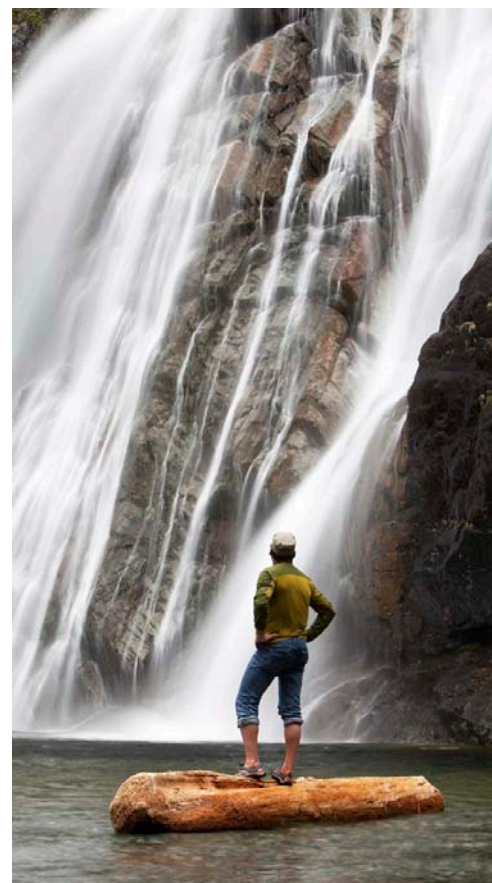
CAMPAIGN OVERVIEW

Campaign starts Monday, April 16, fully optimized website launches
10 straight weeks of TV commercial flights for stakeholders
15 weeks of commercial flights for supporting brand TV
15 weeks on-line Google AdWords and Facebook campaign

200,000+ e-mail blasts via Travel Alerts to known Alberta travelers
65 broadcasts of half-hour HD program, Frames Network,
Tourism Vancouver Island content controlled, beginning April 30

2 grand prize packages offered to drive website traffic
Stakeholders donating to contest inventory benefit
with added exposure
Campaign ends Tuesday, July 31

Maximum of 20 stakeholder units available
Value per unit is a minimum \$17,500



\$1000 LESS!

**TOURISM VANCOUVER ISLAND
PARTNER PRICING ONLY \$8995/UNIT**
(Can be shared by a maximum of 2 participants)

FULL CAMPAIGN VALUE IS \$500,000+

Sales deadline: March 2, 2012

Materials deadline: March 23, 2012

CAMPAIGN BY THE NUMBERS

EACH STAKEHOLDER TV UNIT

Flight Dates: April 16 x 10 Weeks

Delivering 500,000+ impressions to Adult Albertans 35+ over full 10-week campaign run

- Minimum 25 x 15 second occasions, Global Alberta TV Network
- 50/50 prime/fringe audience ratio
- 50/50 split, Edmonton & Calgary markets
- Includes professional, high-definition production with access to TVI's extensive HD b-roll library



GLOBALTV.COM ON-LINE CAMPAIGN

Flight Dates: April 23 X 10 Weeks

- Run 15 second commercials, same as Global TV
- Feature programming targeted at Adult 35+ viewers (House, Survivor, NCIS, etc.)
- Clickable links directly to branded campaign website featuring partner's offers; viewers can't fast forward past commercials
- **15,000 distinct viewer impressions guaranteed per unit** **MORE!**

BRAND TV CAMPAIGN SUPPORT

Flight Dates: April 16 X 15 Weeks

Exceptional inventory of commercials targeting Adults 35+ and all driving viewers to the go**VANCOUVERISLAND!** campaign website

- 900 x 30 second commercials, Brand only, premium Global Alberta US spill networks (The Golf Channel, A&E, AMC, Peachtree and TLC)
- 100 x 7 second commercials, Global Alberta TV Network
- Bonus 30 second commercial schedule, Global Alberta TV Network

NEW!

TV CAMPAIGN PERFORMANCE

Reaching 80% of all Adult Albertans 35+ over 10 times each through full campaign.

ON-LINE CAMPAIGN **MORE!**

15 week campaign utilizing Google AdWords and Facebook to continuously support mainstream television messaging and drive traffic to goVancouverIsland! website. **DOUBLE last year's exposure!**

TRAVEL ALERTS CAMPAIGN **MORE!**

Timely, targeted e-mail campaign sending content specific Travel Alerts to 200,000+ known and motivated Alberta subscribers. **DOUBLE last year's delivery!**

FRAMES NETWORK **NEW!**

65 Canada-wide broadcasts of a spectacular half-hour HD program, Tourism Vancouver Island content controlled. Stakeholders eligible to provide suitable photography for inclusion.

Every element of this super-charged interactive campaign will work to build and sustain a powerful momentum greater than the sum of its parts... and so much greater than any one participant could afford to generate on their own.

ALL ABOARD FOR 2012!

Grow and sustain your enterprise and our vibrant tourism industry. Drive more customer loyalty and tourist dollars your way by tapping our prime market in Alberta. Hurry! The closing date for inclusion is approaching, and all it takes is one simple call to learn more about the campaign and how it will serve your exacting requirements. Join us and prosper!

FOR MORE INFORMATION AND TO BOOK YOUR PARTICIPATION CONTACT:

Susan Webster

Pacific Rim & Oceanside Region

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Email: Susan@tourismvi.ca

Cindy Pollard

South Island & Nanaimo

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Karen Bonell

Gulf Islands, Cowichan, North &
North Central Island Regions

Phone: 250-792-3733

Fax: 250-754-3599

Email: Karen@tourismvi.ca



Company Name: _____

Address: _____

Phone: _____ Fax: _____

Contact Name: _____

Email: _____

Cost: \$ 8,995.00

Sales Rep: _____

Add HST @ 12%: \$ 1,079.40**Total Cost: \$ 10,074.40**

Payment Information

Payment Method: **Cheque** **Master Card** **Visa** **Invoice Me**

Cardholder Name: _____

Card Account Number: _____ Expiry Date: _____

Authorized Signature: _____

Please make Cheque payable to Tourism Vancouver Island.
Interest charged at a rate of 2% per month on all overdue accounts.

Agreement

- I have read the attached Stakeholder Category Criteria Form and meet all the applicable criteria required for my stakeholder category with Tourism Vancouver Island. (Please include the Stakeholder Category Criteria form with your contract)
- I re-affirm that I am in compliance with the eligibility criteria which I have previously confirmed. (refer to previously completed Stakeholder Category Criteria form)

Print Name: _____ Title: _____

Phone #: _____ Date: _____

Signed by: _____

For more information or to book your space, please contact:**Cindy Pollard***South Island & Nanaimo***Phone:** (250) 740-1216**Fax:** (250)-754-3599**Email:** Cindy@tourismvi.ca**Karen Bonell***Gulf Islands, Cowichan, North &**North Central Island Regions***Phone:** (250) 792-3733**Fax:** (250)-754-3599**Email:** Karen@tourismvi.ca**Susan Webster***Pacific Rim & Oceanside Region***Phone:** (250) 751-3791**Fax:** (250)-754-3599**Email:** Susan@tourismvi.ca

****Please ensure you comply with all criteria listed prior to
initialling your appropriate category.**

Accommodations
(Hotels, Motels, Hostels,
B&Bs, Resorts, Lodges &
Campgrounds)

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)
- The stakeholder must be a minimum of one of the following (Please check all applicable):
 - Tourism BC Approved Accommodation
 - AAA rated/approved
 - Canada Select rated/approved

Vacation Home Rentals,
House Boats

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)
- Coast Guard Certified (House Boats only)

Tourism Associations, DMOs

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Incorporated under the Societies Act or Board of Trade Act

Incorporated Community

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Community is incorporated as a municipality or is within a regional district or Islands Trust area

Transportation

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Incorporated under the Societies Act or Board of Trade Act
- Minimum 2 million dollar insurance (including 3rd party liability)

Attractions & Recreation
Operators

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)

Parks

Initial _____

- Must be either:
 - Municipal
 - Regional
 - Provincial
 - Federal

Festival & Events Venues

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)

Food & Beverage, Retail

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Appropriate Insurance
- Tourism purchases must be a component of the business/service (Retail only)

Education & Training

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)
- Accredited provincial educational organization or;
- Legally registered or incorporated training company

Tourist Services

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Appropriate Insurance

Travel Wholesalers &
Receptive Operators

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- R Licensed and compliant with the Business Practices & Consumer Protection Act Travel Industry Regulations - B.C. Reg 296/2004

Special approval may be obtained on a case by case basis for tourism based businesses who do not fall under any of the the criteria.

I have read the Stakeholder Criteria form above and meet all applicable criteria required for my stakeholder category.

Print Name: _____ Signature: _____