

The

TAKE A CLOSER LOOK

Collaborative
Marketing Program

for
2024



kingston and
area association
of museums
art galleries +
historic sites



How Does Our Marketing Impact YOU?

"15 million people live within 3 hours of Kingston"

-Hugh Ostrom, Cultural Resource Manager at Parks Canada

Did you know that Kingston is one of the biggest urban centres visitors can explore between Toronto and Ottawa, making it a major travel junction? In Tourism Kingston's 2022 'A Year in Review' report they cited Kingston as having 1.7 million visitors to the city! With 15 million people living within three hours of Kingston, and the major influx of visitors that come to the city year-round, it is crucial for organizations to invest in some form of marketing to promote their brands to both tourists and locals.

As a launchpad brand, KAM's goal is not to inform or inflect your brand identity, but rather collaborate with our cultural heritage sites to advocate and promote, their brand through our marketing channels. To do this, we work closely with Tourism Kingston, Naturally L&A and other counties to further develop relationships with other Destination Marketing Organizations within our area. This means, that even if you aren't within the Kingston city limits, KAM marketing helps to promote your sites with eyes on our advertisements.

Within this three-tier collaborative marketing program, members will be able to choose between three options and find a marketing package that best fits their needs. You can choose our 'Green' Package, which is included in your membership to KAM and has a focus on Digital Media Promotion. Our 'Blue' Package has a focus on KAM's "Take a Closer Look" Brochure campaign which members can purchase at an additional cost. And finally, our 'Purple' Package, has a focus on digital ads and banner promotion. Please review the specifics of each tier to see which option is right for you and your museum, art gallery or historic site.



*KAM Website numbers recorded from January 1, 2023 - September 20, 2023

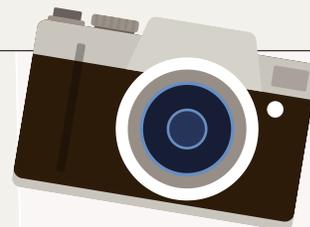
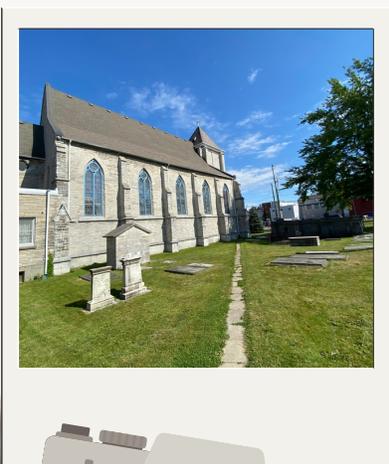
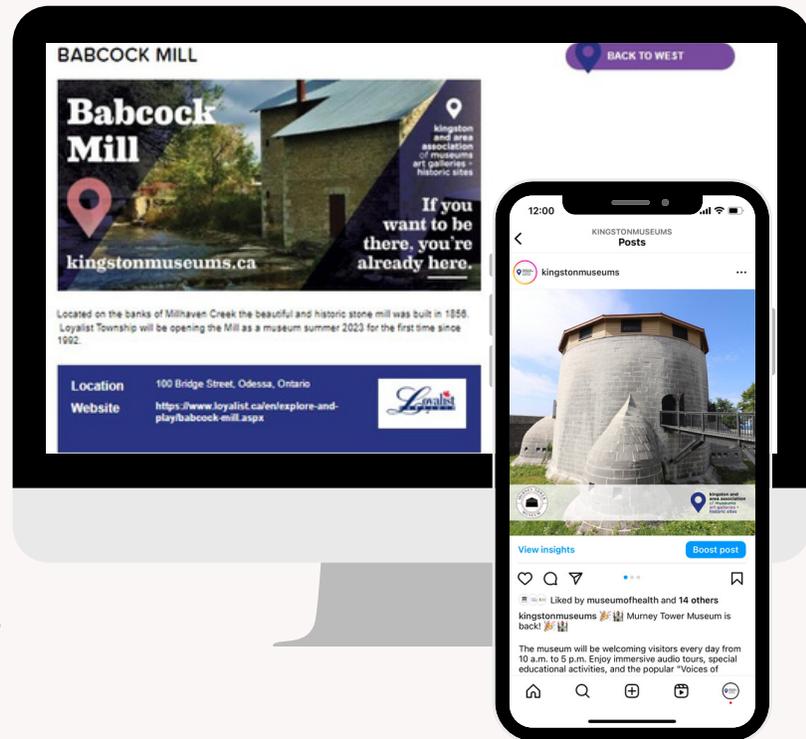
GREEN

included with membership

What's Featured

Digital Media

- Promotion on all KAM social media channels for member events, facts and general information. Includes written, photo and video content.
- Featured on the “Explore Our Sites” Page on the KAM website, coupled with a banner photo reel, site description, member logo (if applicable), contact info, and link to member website.
- Image database of member site to use for marketing material.



Downtown Kingston Events

- Collaborative programming during Downtown Kingston Events like Princess St. Promenade and Movies in the Square.
- KAM handles the registration and paperwork associated with signing up for the Princess St. Promenade. Promotion materials and activities are to be determined.
- General promotion with a call to action to visit Kingston & Area Museums during the 'previews' at Movies in the Square screenings.
 - Example of the video preview



Special Feature for 2024

Jonview Tarriff Travel Trade Catalogue Feature

- Exposure in Jonview Canada Annual Book.
- KAM will be featured in a ¼ page of spread as part of a Tourism Kingston full page placement, highlighting KAM's Explore URL which features each of our member sites as part of our digital brochure.

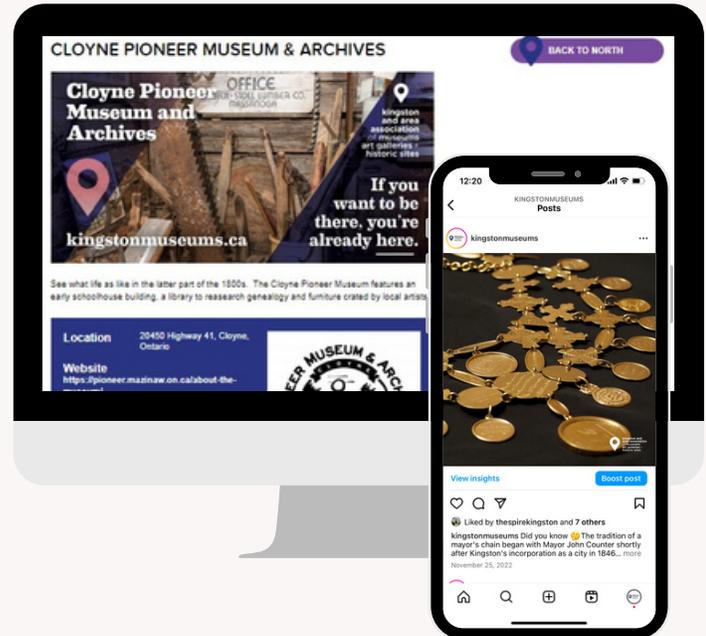


\$300

What's Featured

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- Images of member site to use for marketing material.



“Take a Closer Look” Brochure

- Featured within KAMs “Take a Closer Look” Brochure, which is racked at the Visitor Information Centre, Downtown Kingston, the INVISTA Centre and other Kingston Establishments.
- Members can participate in an in-person brochure swap with other member sites.
- Exposure on the display screen in the Visitor Information Centre, in Downtown Kingston.



Visitor Information Centre Display Screen Ads

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 - Example of the video preview →



Special Feature for 2024

Jonview Canada Travel Trade Publication Feature

- Exposure in Jonview Canada Annual Book.
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\$600

What's Featured

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“Take a Closer Look” Brochure

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Downtown Banners

- A banner featuring your site name on a downtown street during peak summer months.
- This piece of marketing is currently specific to Kingston, however, KAM is working with other municipalities to explore banner installation options.
- As an alternative to the Kingston Downtown Banners, (for member sites outside the city), Tourism Kingston has a webpage dedicated to 'Day Trips'. We would ensure your site is be added to this page and promote it on KAMs social channels.



Digital Ads

- Creative Display Ads - Open to all member sites
 - Member sites will receive their own ad that promotes their site. Ads are featured within a rotation on a digital billboard in an area with high visibility and traffic.



‘How to Get There’ Digital Map

- Inclusion on the ‘How to Get There’ Digital Map that will be featured on the KAM website in 2024.

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