



Marketing Opportunities - 2022

Levels of Participation 2022 – Please indicate by marking the appropriate circle below.

				Cost	HST	Total
<input type="radio"/>	Marketing Partner	Includes:	Brochure Visitor Information Centre Digital Ads (NEW 2022) "Visit Local" Vinyl Window Decal (NEW 2022) Creative Display – Billboard Digital Advertising (NEW 2022) Social Media Web Presence/ KAM Blog Take a Closer Look Poster Campaign Downtown Banners	625.00	81.25	706.25
	Marketing Participant		Please indicate your level of participation			
<input type="radio"/>	KAM Brochure	Includes:	Design & Print (5000) VIC Digital Ads (NEW 2022) Brochure Distribution at additional key locations	325.00	42.25	367.25
<input type="radio"/>	Social Media	Includes:	Facebook, Twitter, Instagram (paid boosting, cross promotion) 5 social media campaigns: Take a Closer Look...and Visit Local (April-May 2022); International Museum Day (18 May 2022)/Museum Week (June 2022); Storytellers of Kingston & Area/Stories of Wonder (June July August 2022; Autumn Explorations (Sept, Oct 2022)	200.00	26.00	226.00
<input type="radio"/>	Web Presence/KAM Blog	Includes:	Digital Member Map, Personal web placement and event postings on KAM website; Visitor-in-Residence articles and site contributed articles to Blog	150.00	19.50	169.50
<input type="radio"/>	Creative Display – Billboard Digital Advertising (NEW 2022)	Includes:	The transformation of our Take a Closer Look poster campaign into digital format with Creative Display at their Ontario Street billboard location – visibility reaching approximately 157,000 viewers weekly (12 week period – June – August 2022).	200.00	26.00	226.00
<input type="radio"/>	Additional Visit Local Decal	Includes:	Visit Local Decal for use on windows, door entrances at site	25.00	3.25	28.25



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	<p>Basic Service Package</p>	<p>Includes:</p>	<p>KAM Exhibit Experience @ Fort Henry Cogeco Public Service Announcement YourTV – Kingston Treasures Outreach & Engagement Initiatives and Events Staff & Volunteer Support Member Listing on KAM website participation/representation at access use of Visit Local wordmark (digital) KAM Membership Decal (digital image and decal product)</p>	<p>No additional fee- services included in membership.</p>
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Contact Information

ORGANIZATION	
EMAIL	PRIMARY PHONE
MAILING ADDRESS (please include postal code)	
CIVIC ADDRESS (if different from mailing address)	

By indicating your level of participation (above), you have the authority to bind the organization and support the KAM Marketing Initiatives for 2022. You agree to receive our request for payment (invoice) by the 15 March 2022 and payment issued in full within 30 days of invoice date. Primary contact for this agreement – Debbie Holdich, Coordinator, can be reached at info@kingstonmuseums.ca.

NAME & POSITION	SIGNATURE
DATE	