

Partnership Opportunities

2022-2023 Programs

ADTRAV Family Values

Commitment to Setting High Standards

Dedication to Customer Service

Create Change and Embrace Innovation

Work Hard, Work Smart, and Enjoy the Rewards

Constant Show of Care for Our **ADTRAV** Family and Communities

ADTRAV



ADTRAV Supplier Relations is committed to strengthening partnerships. Together we are driving value by establishing strategies that deliver consistent communication to boost mind share and ultimately market share.

Communication Channels Utilized



Facebook | LinkedIn | Instagram | YouTube | Twitter



ADTRAV.com Ads | Email Banner Ads



ADTRAV Events

ADTRAV Marketing Team



Director of Marketing

Pamela Sims

Supplier Relations

Marketing

Supplier Relations Executives

Kate Winston (Murphy)



Madison Kerns



Marketing Manager

Peter Guirguis



Graphic Designer

Michael Moore

Digital Marketing

Jacob Smith

Marketing Sponsorship Opportunities



Social Marketing (including SEM campaigns)

- Social Media Promotional Campaigns
- Social Media Give-a-ways
- PPC Campaigns



ADTRAV.com

- Brand Page
- Blog Ad
- ADTRAV.com Ads
 - Banner
 - Pop-up



Marketing Email

Client facing emails ad



Event Sponsorships

- CAB (Client Advisory Board)
- ADTRAV Leadership Summit
- Annual Meeting and Expo



Training Opportunities

- Agent Incentives
- Agent Training
- Virtual Client Trainings



Sponsored Podcast Ads

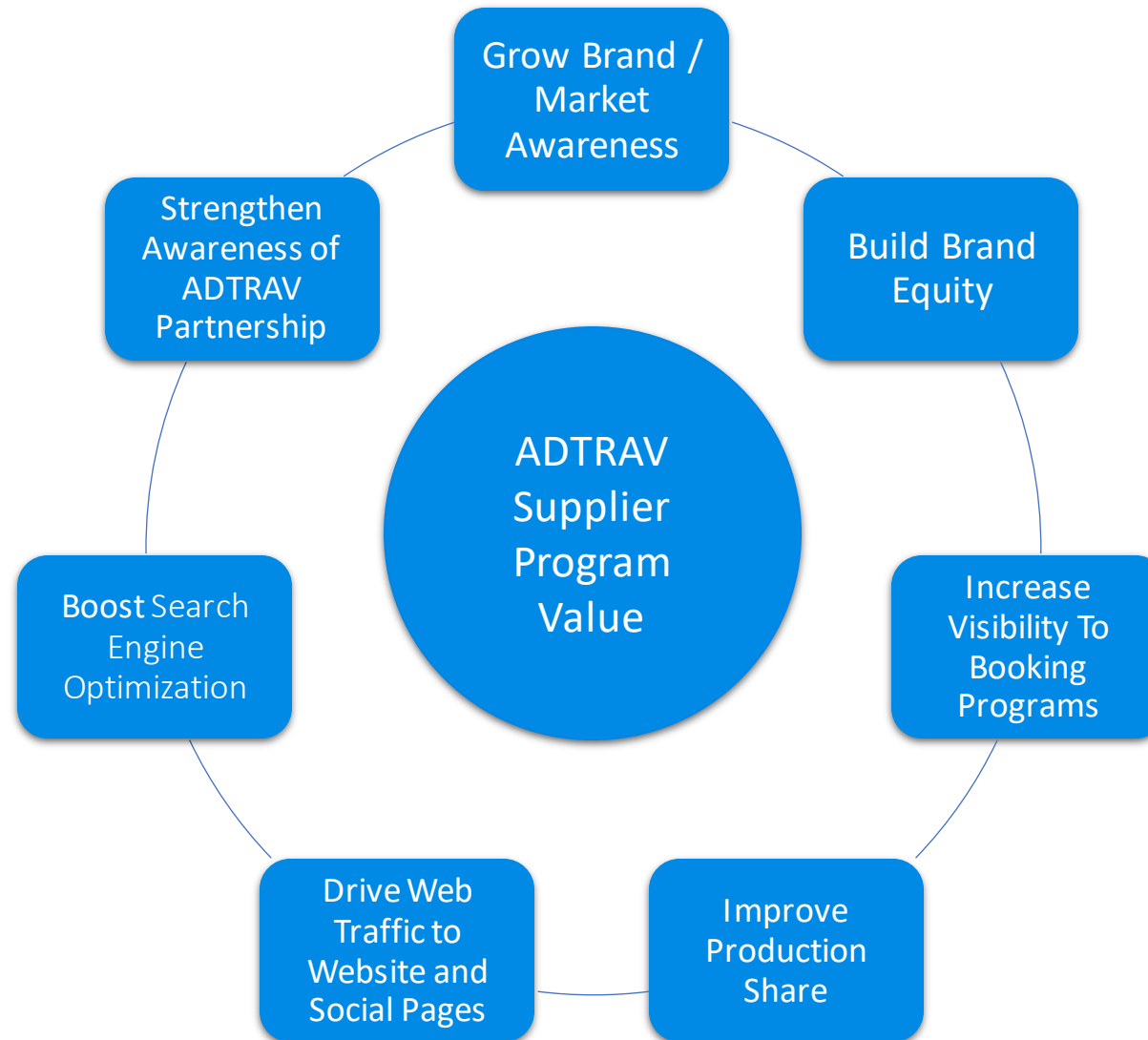
- RogerThat! Sponsorship



Coming in 2023 Opportunities

- RezConfirm Email Banners
- Concur Booking Page Advertisements
- RezIntel Advertisement

Marketing Programs Objectives

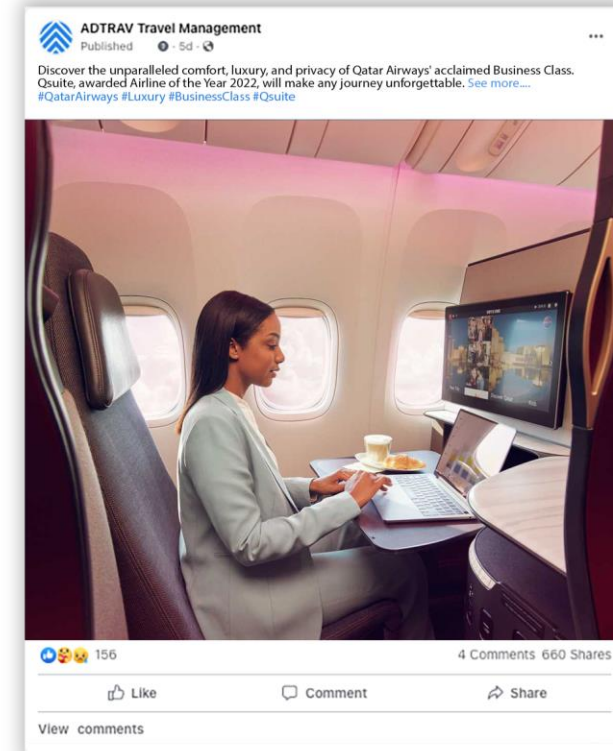


Organic Marketing Opportunities

Co-Branded Social Media Posts

Components:

- Posts across [ADTRAV](#) social media channels
- Distributed to ~10k followers across growing channels
- Accounts average 75% engagement
- Audience is client + employee



Pricing

Facebook: \$300 per post

LinkedIn: \$300 per post

Instagram: \$300 per post

All Channel Discount: \$700 per post

Specs

Post: 1080 x 1080 pixels

Story: 1080 x 1920 pixels

Search Engine (Paid) Marketing Ops

Promotional Social Media Campaigns

Components:

- Paid promotion across [ADTRAV](#) social media channels
- Distributed to targeted audiences via chosen parameters
 - [ADTRAV](#) Audience + targeted campaign audience
- Create specific messaging via brand campaign
- Promotional content leads back to [ADTRAV](#) channels

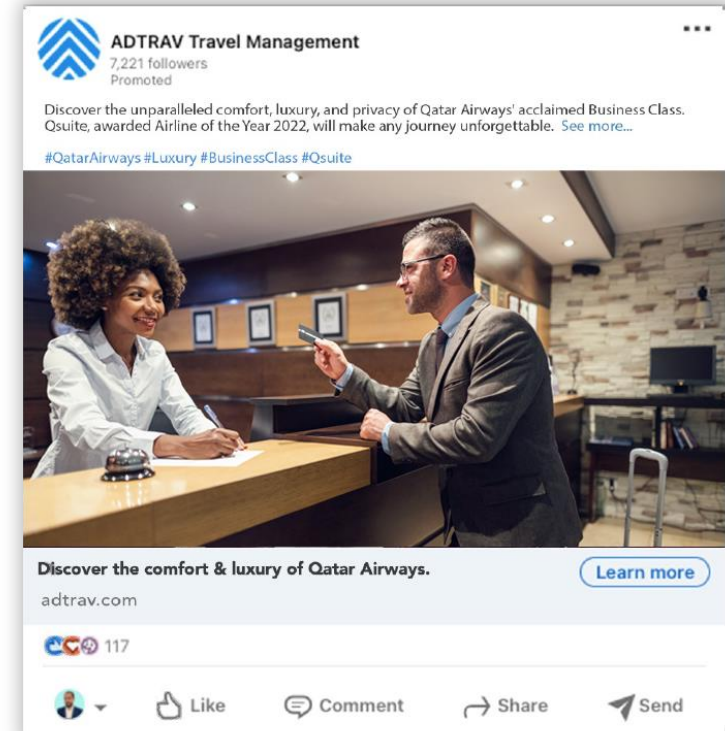
Pricing

MINIMUM COST AND DURATION

Facebook: \$700 per post over 2 weeks

LinkedIn: \$700 per post over 2 weeks

Instagram: \$700 per post over 2 weeks



Specs

Landscape: 1200 x 627 pixels

Square: 1080 x 1080 pixels

Organic Marketing Opportunities

Social Media Contest

Components:

- Posts across [ADTRAV](#) social media channels
- Distributed to ~10k followers across growing channels
 - Accounts average 75% engagement
 - Audience is client + employee
- Provide 1 - 5 client prizes for giveaway

Pricing

Facebook: Add-on to organic or paid post + cost of give-a-way

LinkedIn: Add-on to organic or paid post + cost of give-a-way

Instagram: Add-on to organic or paid post + cost of give-a-way



Organic Marketing Opportunities

ADTRAV.com

Components:

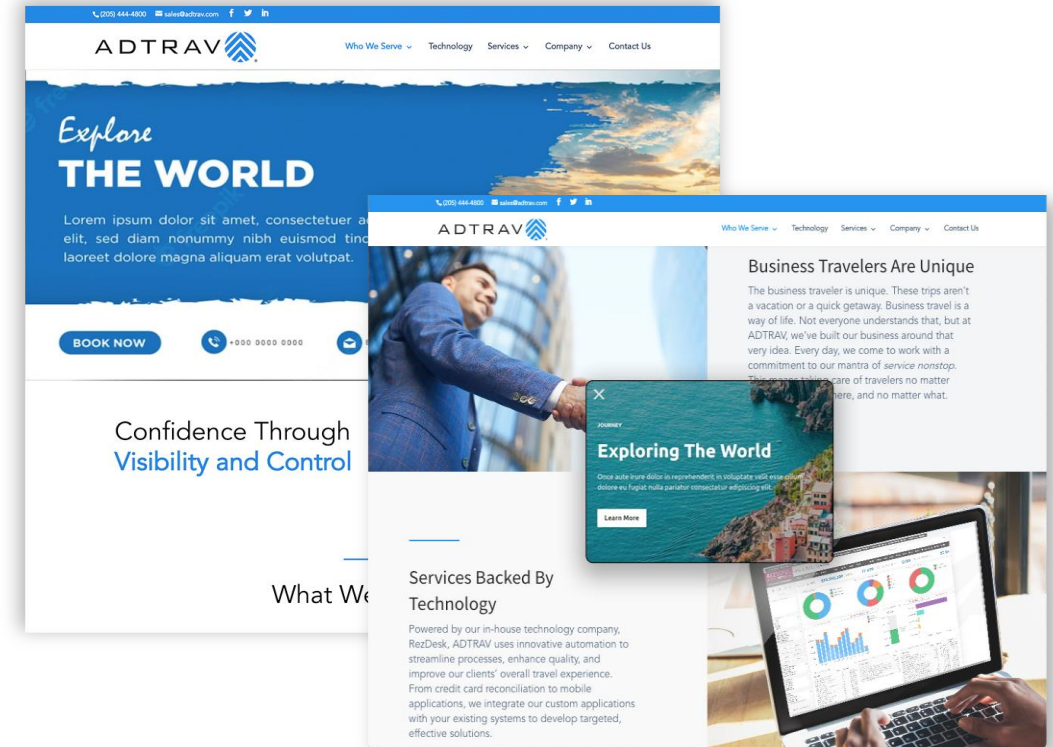
- Pop-up ads on website
 - Boombox Image Pop-up
 - Image Carousel
- Banner ads on website
 - Hero Image
- ADTRAV.com brand page – **coming soon!**
 - Cohesive listing of ADTRAV partners to drive SEO
- Ads on ADTRAV blog

Pricing

Pop-up Ad (homepage): \$700 for one month

Banner Ad: \$500 for one month

Blog Ad: \$500



Organic Marketing Opportunities

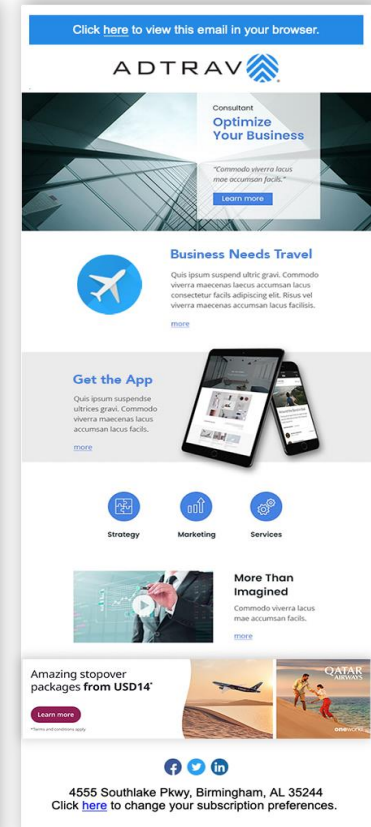
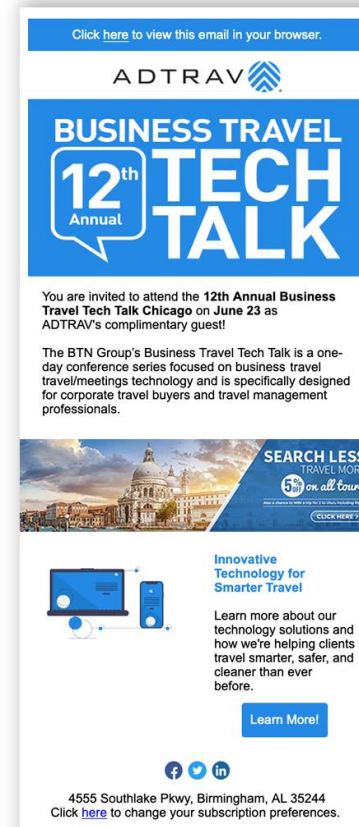
Email Advertisements on Client Communications

Components:

- Email advertisements on Client Emails
- Email advertisements on newsletters – **coming soon!**

Pricing

Banner Ad: \$500



Min: 600 x 150 pixels
Max: 1200 x 300 pixels

Organic Marketing Opportunities

Event Sponsorships

Components:

- Partnering sponsorship at [ADTRAV](#) event
- Attend in-person event
- Display your brand in front of [ADTRAV](#) associates and clients

Pricing

CAB (Invite Only): \$3,000

ADTRAV Leadership Summit (Invite Only): \$6,000

ADTRAV Annual Meeting and Supplier Expo: Tiered Sponsorship
(see below link for commitment and pricing)

[Click to View ADTRAV's Event Sponsorship/Commitment Site.](#)



Organic Marketing Opportunities

Agent Opportunities

Agent Incentives

Components:

- Incentivized booking program for agents
- Set dates for incentive with clear deadline and parameters
- Prizes for requested number of winners

Agent Training

Components:

- Presentation to be assigned to agents via training platform
- Presentation can be incentivized via quiz or drawing
- ADTRAV's training department will assign presentations to Operations

Pricing

Incentive: \$200 + incentive costs

Training: \$500

Organic Marketing Opportunities

Virtual Client Trainings

Components:

- Invite clients to join for a virtual update/training via Teams or other virtual meeting platform.
- Present updates, training, and materials to clients. Allow for Q&A time.
- **Case-by-case review and approval**
- **Virtual only**
- **Minimum two-week promotional period**
- **Team review of audience, content presented**

Pricing

Client Training: \$500 + giveaways/gifts

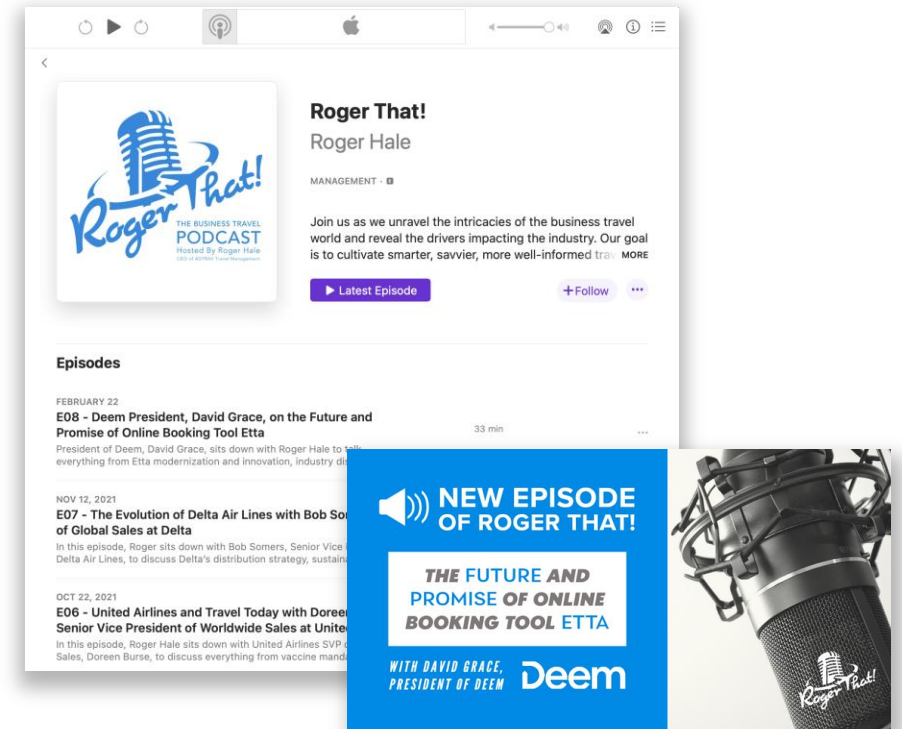


Organic Marketing Opportunities

RogerThat! Podcast Sponsorship

Components:

- Sponsored podcast episode, verbiage where [ADTRAV](#)'s podcasts are pushed and advertised
- Co-branded post regarding podcast
- Share [ADTRAV](#)'s podcast on supplier social channels (if applicable subject matter)



Pricing

Podcast Sponsorship: \$500

Search Engine (Paid) Marketing Ops

Coming Soon! Pay-Per-Click (PPC) Campaigns

Components:

- **Choose network:**
 - Search: google.com and Google Search Partners
 - Display: Sites that allow ad space from Google (travel blogs, 3rd party travel sites, etc.)
- **Location Targeting**
- **Ad Scheduling**
- **Choose Device:**
 - Desktop/Laptop
 - Tablet
 - Mobile Devices
- **Delivery Method:**
 - Standard – evenly distributed throughout the day (good for budget restrictions)
 - Accelerated – show until the budget is depleted (ensure ads are shown for every query)

Pricing

Campaign Cost: \$6,000 per 6 months (\$1,000 per month)

** Required to run minimum of 3 months.*

Marketing Value-Add Opportunities

Co-Branded Marketing Updates

Both brands are represented/featured. [ADTRAV](#) will push updates across channels and request partners share to their audience as well.

- 1. Co-branded Literature:** e.g. [ADTRAV](#) social post or newsletter featuring news, brand, or product updates from supplier
- 2. Co-authored Blogs/Articles:** e.g. [ADTRAV](#) blog featuring supplier partner either with written content, dialogue, or interview.
- 3. Co-branded Videos:** e.g. a promotional video campaign featuring supplier branding/representation, supplier update featuring [ADTRAV](#) branding/representation, and/or highlight reel from events
- 4. Co-branded Podcasts:** e.g. One or multiple episodes of [ADTRAV](#)'s podcast, *Roger That!*, featuring representation from a supplier partner, providing an update on a supplier partner, or any other brand representation on the podcast

Marketing Value Add Opportunities

Direct Brand Representation

ADTRAV is consistently communicating supplier updates to associates via face-to-face events, online updates, and scheduled trainings.

- 1. Partnered Event Updates:** If ADTRAV associates attend supplier events, we will share photos and updates to social channels. If suppliers attend ADTRAV events and post updates from those events on social channels, ADTRAV will share/interact with post.
- 2. Associate Lunch & Learn:** ADTRAV will coordinate lunch and learn events either in - person, virtually- or on-demand. We will make recordings available for all associates unable to attend the scheduled time
- 3. Agent Opportunities**
 - 1. Agent Incentives:** ADTRAV provides incentivized booking programs to agents for a certain brand over an allotted amount of time. Suppliers will provide gift (?) for agents around defined parameters set prior to start of incentive period.
 - 2. Agent Learning:** ADTRAV assigns associates training presentations via training platform. Presentations are included in some event sponsorships or may be arranged separately.



Thank You!

Here's to a Great 2022-2023 Partnership!