2023
PARTNERSHIP PROGRAM
OTTAWA
Our Vision

To be one of Canada’s most visited, sustainable, vibrant, and valued urban destinations, and the tourism authority for key economic development and city-building decisions in Ottawa.
About Ottawa

Tourism

Ottawa is the heart and soul of Canada
We are a city that proudly holds our doors open for people from far and wide!

Ottawa is a place where we can all celebrate exactly who we are
We’re not here to judge, we’re here to join you in the fun!

We are a city of celebration that thrives in all four season
We are fun, full of Canadian hospitality and definitely a little north of normal! Ottawa is where Canada truly comes to life.
Be Our Partner

Our goal is to market the destination and **YOU** are an essential part of who we are!

Partnering with Ottawa Tourism puts your business front and center when visitors are in the planning stages of their trip and again once they’ve arrived.

All partner dollars are used to maximize Ottawa’s impact in market.
How This Benefits You

Maximized investment
We buy more so you can pay less! Investing with Ottawa Tourism extends the reach of your dollars. All partner dollars are used to get maximum impact in market.

Increased reach
Leverage Ottawa Tourism’s existing digital audience and brand equity. Partnering with us gets your business in front of potential customers while they’re planning.

Hassle-free execution
An easy way to plug into Ottawa Tourism’s current marketing efforts. Your partnerships will leverage our branding and present a unified voice in market.
Banner Ads

Cost: $25 CPM; minimum 40,000 impressions

Includes: Your ad will appear on both OttawaTourism.ca and TourismeOttawa.ca. Big Box in English & French or bilingual.

Specs:
- Dimensions: 600 width x 500 height pixels (Big Box)
- Type: Animated GIF, JPEG (no Flash)
- Size: 40 KB max
- Language: Banner ads must be submitted in both English and French with the link URLs

Deadline: Creative is due in English and French one (1) week ahead of desired upload date.
Monthly E-Newsletter

Cost:
$800 Feature
$1,500 Header
$4,000 Dedicated*
Subject to availability.

Requirements: Partner to provide desired caption, image and URL for inclusion in the e-newsletter.
*Dedicated: Partner to provide desired caption, image and URL. This opportunity includes up to 4 different images and captions. Deployment date negotiable.

Deadline: Content and image due two (2) week before the end of the month prior. (i.e. content due late May for the June newsletter).

Total Subscribers: 57,697
Average Open Rate: 30%
Average Click Through Rate: 2.57%
What’s Happening in Ottawa

**Cost:** $250 per listing

1 partner per week. Subject to availability.

Our What’s Happening in Ottawa web page is one of the most frequently visited on our site.

**Includes:** Your event/listing will appear at the top of the newsletter and web page. English and French

**Requirements:** Partner to provide desired listing/event information and URL. Ottawa Tourism to write the listing.

**Deadline:** Content due **three (3) weeks** before desired launch date.

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**Newsletter**

- **Total Subscribers:** 10,927
- **Average Open Rate:** 41%
- **Average Click Through Rate:** 4%

**Web Page**

- **Average Pageviews:** 2,302
- **Average Time on Site:** 3:55
Social Media Contest

Cost: $750 + min. $250 prize
4 opportunities. Subject to availability.

Ottawa Tourism will promote your event, attraction or experience by running a contest on our social media channels.

Requirements: Prize must have minimum value of $250. Prize should fall under an event/activity/experience/gift card with a tourism focus.

Partner to provide: Desired images (ideally 3-5); a description of attraction/event; a description of the prize.

Deadline: Prize, images and description must be submitted no later than four (4) weeks before desired promotion date.
Social Media Post

Cost: $2,500
6 opportunities. Subject to availability.

Ottawa Tourism will promote your event, attraction or experience in a dedicated/collaboration post on our social media channels.

Requirements: Partner to provide desired images (ideally 3-5); a description of attraction/event; and all relevant social media handles. Ottawa Tourism will write the caption to align with our brand voice.

Deadline: All information and assets must be submitted no later than four (4) weeks before desired promotion date.
UNOFFICIAL MUSEUMS Campaign
Campaign Partnership Levels

**Discovery Level**
- **Buy in:** $20,000 to $25,000
- **Media Visibility:**
  - Editorial Content
  - Programmatic/GDN
  - Social Media
- **Lead time:** 8 weeks to get creative into market
- ✓ Creative and media buy will be executed by our agencies

**Wonder Level**
- **Buy in:** $5,000 to $20,000
- **Media Visibility:**
  - Programmatic/GDN
  - Social Media
- **Lead time:** 6 weeks to get creative into market
- ✓ Creative and media buy will be executed by our agencies

**Unity Level**
- **Buy in:** $2,000 to $5,000
- **Media Visibility:**
  - Social Media
- **Lead time:** 4 weeks to get creative into market
- ✓ Creative and media buy will be executed by our agencies
Media Visibility

**Editorial Content**

**Goal:** Consideration (Engagement)

Partner with qualified and credible media to creating intent and discoverability.

**Planned Visibility:**
TBC – custom

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**Programmatic/GDN**

**Goal:** Awareness and Consideration (Reach and Viewability)

Reach a great number of potential visitors in multiple premium and contextual environments

**Planned Visibility:**
~600 000 impressions

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**Social Media**

**Goal:** Consideration (Engagement and Traffic)

We would advertise and present the partners via handshake/Brand content on Social Media

**Planned Visibility:**
Min. 280 000 impressions
QUESTIONS?
Contact Us!

If you are interested in our Marketing Partnership Opportunities or looking for more information, please contact:

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