

Initiative Promotion & Marketing:

The BDBA has developed a customized marketing plan in support of this exciting new venture.

Sponsorship Cost: \$2,000.00 (4x Available)

Promotional elements towards this sponsorship package include:

- Social Media:
 - 2x Facebook Posts – 10k+ followers
 - 2x Instagram Posts – 25k+ followers
- Digital:
 - Blog promotion – 1 permanent post on burlingtondowntown.ca featuring business name, logo, and link to external business site
 - 4x E-mail newsletters – 4k+ subscribers featuring business name, logo, and link to external business site
 - 1x ad through our Downtown Burlington Hotel Integration Initiative featuring business name, logo
- Press release:
 - Press release informing over 20 community marketing and media partners of this new initiative

Visuals from the 2023 Program: