

BECOME A CORPORATE MEMBER *today!*

Tourism Darling Downs was formed to develop and promote our region and its experiences to visitors, boosting the benefit to the local community.

We are committed to quality, innovation and excellence in this endeavour.

THE OPPORTUNITY

In aligning your brand/company with ours, you will demonstrate a commitment to the region, to tourism – and to the broader community also. Corporate Partners also demonstrate their own commitment to quality, innovation, and excellence.

We are uniquely positioned to partner with companies of any size to meet key business and brand objectives.

CONNECT WITH OPERATORS

We are in the process of building a database of all tourism operators in the region, and this base already exceeds 1,500 businesses.

LEVERAGE OUR BRAND & EVENTS

Add a Tourism Darling Downs Member logo and assets to your collateral, and we will feature your logo and website on our directory.

THE BOARD

The board comprises best practice operators from the region.

Including chairman John Wagner and directors El Kratzmann (The Bunyas), Geoff Davenport (Granite Belt Brewery), Tony Heckendorf (Motel Glenworth), David James (Tangalooma Island Resort) and Isaac Moody (Gabbabar Homestead).

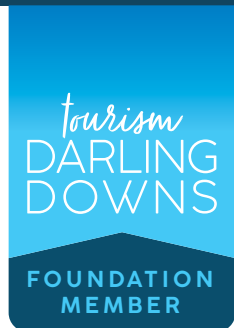
Ruth Wetmore, CEO is an experienced Marketer, who has worked extensively in the region, and has robust strategic marketing expertise gained in agribusiness, consumer product/services, hospitality, and tourism.

1300 DARLIN (327 546) info@visitdarlingdowns.com.au

VISITDARLINGDOWNS.COM.AU

CORPORATE MEMBER LEVELS

We have tailored Corporate Membership categories, from Foundation Members, through Platinum – all the way to Bronze. To meet the objectives and budgets of all members.



STARTING AT
\$40,000

We have the opportunity to tailor a Foundation Membership package to your enterprise's strategic objectives, providing access to our media, our campaigns and our events – along with our extensive membership and contact base.

Platinum Gold, Silver and Bronze Memberships take their lead from the Foundation Memberships.

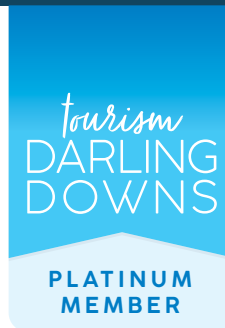
- Tailored marketing for you
- Prominent marketing leverage
- Foundation partner dinners
- Round table strategy meeting with the chair and board

- Boardroom briefings
- Money can't buy experiences
- 15x Level 2 memberships
- Business strategy retreat with business leaders and experts

...and more!

For a more complete list of membership benefits and inclusions see our website!

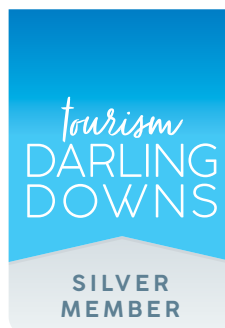
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STARTING AT
\$20,000

- Tailored marketing for you
- Round table strategy meeting with the chair and board
- Platinum Member dinner
- 12x Level 2 memberships

...and more!



STARTING AT
\$5,000

- Tailored marketing for you
- Silver partner networking event
- 5x Level 2 memberships

...and more!



STARTING AT
\$10,000

- Tailored marketing for you
- Round table strategy meeting with the chair and board
- Gold Member lunch
- 10x Level 2 memberships

...and more!



STARTING AT
\$2,500

- Tailored marketing for you
- Networking event
- 1x Level 2 membership

...and more!



Corporate membership includes all the benefits of Level 1/2 membership

TOURISM DARLING DOWNS

member benefits



Membership of Tourism Darling Downs		
Listing on visitdarlingdowns.com.au website with a hero image		
Member welcome kit and access to our style guide and logo assets		
Access to significant image, asset and video library		
Benefit from our advertising campaigns		
Benefit from Visitor Database Development. Ability to tailor communications to prospects / returning visitors.		
Access to major promotions and competitions for your customers, with large prize pools		
Leverage our social and digital media, including blog posts		
Participate in co-operative marketing campaigns including digital and social media		
Purchase website advertising/showcase placements		
Tailored E-Newsletter promotion to segmented tourism databases		
Event, masterclass and forum invitations to develop tourism/related capabilities		
Access to placement in our events calendar		
Access to research documents on industry trends		
Extensive promotion and listing opportunity on the website, includes up to 10 images and multiple listings		
Quarterly mini promotion on website / social media		
Strategy session with CEO / industry expert		
Invitation to Tourism Darling Downs networking events		
Access to our bloggers and influencers, travel and food writers		

Corporate membership includes all the benefits of Level 1/2 membership

TOURISM DARLING DOWNS

member benefits



Member collateral prioritised to event and conference delegates	Yes	No	Yes	No
Listing in media, website with Member logo and showcase opportunity	Yes	No	Yes	No
Develop strategy with CEO	Yes	No	Yes	No
1 x Level 2 memberships for business or a client	Yes	No	Yes	No
Feature promotion across all our media assets/quarterly strategy	No	No	Yes	No
Listing in media and website with Member logo and overview	No	No	Yes	No
Host round table discussions	No	No	Yes	No
5 x Level 2 memberships for business or a client	No	No	Yes	No
Marketing strategy session with CEO	No	No	Yes	No
Gold partner luncheon	No	No	Yes	No
10 x Level 2 memberships for business or a client	No	No	Yes	No
Website listing, publications Member logo and corporate biography	No	No	No	No
Chair / CEO round table strategy meetings	No	No	No	No
Web and media promotion opportunity	No	No	No	No
Listing in media / website with logo with full corporate description	No	No	No	No
Lead Member for a major regional event	No	No	No	No
Platinum and foundation partner dinner	No	No	No	No
12 x Level 2 memberships for business or a client	No	No	No	No
Major web and media feature campaign	No	No	No	No
Foundation partner dinner and overnight stay	No	No	No	No
Exclusive business strategy retreat with leader and experts	No	No	No	No
15 x Level 2 memberships for business or a client	No	No	No	No