



## MARKETING ACCESS PROGRAM (M.A.P.)

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# MARKETING ACCESS PROGRAM - M.A.P.



## THE CREATIVE ECONOMY

By capitalizing on the unique qualities of our region, Southwest Virginia utilizes its cultural and natural assets to build a comprehensive, long-term, sustainable economy through initiatives like the Southwest Virginia Cultural Center & Marketplace, The Crooked Road, 'Round the Mountain, and related cultural heritage organizations and venues that promote entrepreneurial and employment opportunities.

The creative economy movement is defined by innovative business development techniques. From the arts and music of the region to cultural goods and services capitalized through tourism to research and development, the joint work of the Foundation and the Friends is revolutionizing the rural economic development system of Southwest Virginia and providing new jobs for the region.





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EXPERIENCE A  
*Different Side*  
OF VIRGINIA

### #SWVA QUICK FACTS

- 19 Counties
- 4 Independent Cities
- 53 Towns
- Located on the Southern and Western Border of Virginia
- 8,600 Square Miles
- 2 National Parks
- 11 State Parks
- Over a Thousand Square Miles of National and State Forests
- 100+ Music Venues
- 300+ Artisans

### SWVA PARTNERS

**Friends of  
SOUTHWEST  
VIRGINIA**



**SOUTHWEST  
VIRGINIA**  
Cultural Center  
& MARKETPLACE



**'ROUND THE  
MOUNTAIN**  
Southwest Virginia's Artisan Network



[visitswva.org](http://visitswva.org)

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## KEY INITIATIVES

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- Branding & marketing SWVA to the world as a distinct culture and destination
- Developing and sustaining the Southwest Virginia Cultural Center & Marketplace
- Expanding outdoor recreation development initiatives and regional marketing
- Planning and implementation of a downtown revitalization throughout the region to instill a high quality of life within our communities, and promoting them to the world for a broad spectrum of city-based economic development opportunities

## LEVERAGING THE PROGRAM FOR YOUR ORGANIZATION

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Investing in the SWVA Marketing Access Program puts the assets of shared partner resources to work for you— magnifying your reach into a diverse audience through marketing solutions we can uniquely provide. Our goal is to deliver opportunities that organizations and individuals can access to help achieve their marketing and business goals.

## BACKED BY AGENCY-LEVEL EXPERTISE

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SWVA and our agency partners have designed these solutions to provide turn-key solutions and service, combining our experience surrounding tourism and promotion of our region with the expertise of agency professionals in advertising, marketing, and digital solutions. Our goals are your goals, and they depend on effective tools to drive success.

*"Our goal* is to deliver opportunities that organizations and individuals can access to help achieve their marketing and business goals. *"*





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## PROGRAM DETAILS & OPTIONS

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SWVA Program Bundles provide maximum value-based solutions to meet a variety of promotional needs from across our entire program features.

### Package 1 - \$2,500

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- **Social Media Advertising-** 100,000 targeted impressions (on advertiser's FB page if they can provide Business Manager access OR as a sponsored ad on SWVA page)
- **Targeted Display Advertising-** 100,000 targeted impressions on websites and apps that are visited by the advertiser's target audience
- **Graphics Package-** custom social media graphics to complement the advertising, custom-designed ads
- Press Release or Blog Article

### Package 2 - \$2,500

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- **Social Media Advertising-** 100,000 targeted impressions (on advertiser's FB page if they can provide Business Manager access OR as a sponsored ad on SWVA page)
- **Event Retargeting or Geofencing-** capture an audience based on their physical location during specific events or at specific relevant locations, and deliver 100,000 targeted impressions on websites and apps that are visited by the advertiser's target audience
- **Graphics Package-** custom social media graphics to complement the advertising, custom-designed ads
- Press Release or Blog Article

### Package 3 - \$2,500

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- **Promotional Video-** templated :30 slideshow video with background track and voiceover
- **Targeted Video Advertising-** 75,000 targeted impressions on free streaming content on websites and apps that are visited by the advertiser's target audience



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## Package 4 - \$5,000

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- **Professional Photo Session (2.5-hour shoot), edited-** edited photos provided for use on website, social media, and print publications
- **Social Media Advertising-** 150,000 targeted impressions (on advertiser's FB page if they can provide Business Manager access OR as a sponsored ad on SWVA page)
- **Targeted Display Advertising-** 150,000 targeted impressions on websites and apps that are visited by the advertiser's target audience
- **Graphics Package-** custom social media graphics to complement the advertising, custom-designed ads
- Press Release or Blog Article

## Package 5 - \$5,000

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- **Promotional Video-** templated :30 slideshow video with background track and voiceover
- **Targeted Video Advertising-** 100,000 targeted impressions on free streaming content on websites and apps that are visited by the advertiser's target audience
- **Social Media Video Advertising-** 50,000 targeted impressions on feeds and social stories
- Press Release or Blog Article

## Package 6 - \$5,000

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- **Professional Photo/Video-** shoot at your location (2.5hrs), 3 hours of professional video editing including voiceover and background music, optimized for social media, advertising, and website. Edited photos provided for use on website, social media, and print publications
- **Video Advertising (Select 1)**
  - Social Media Video Advertising- 140,000 impressions
  - Targeted Video Advertising- 140,000 impressions
  - OTT/CTV Advertising- 78,000 impressions

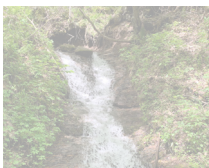




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## Package 7 - THE WORKS: \$7500 (+\$50/mo hosting)

- **Professional Photo/Video-** shoot at your location (2.5hrs), 3 hours of professional video editing including voiceover and background music, optimized for social media, advertising, and website. Edited photos provided for use on website, social media, and print publications
- **Video Advertising (*Select 1*)**
  - Social Media Video Advertising- 140,000 impressions
  - Targeted Video Advertising- 140,000 impressions
  - OTT/CTV Advertising- 78,000 impressions
- **Social Media Advertising-** 100,000 targeted impressions (on advertiser's FB page if they can provide Business Manager access OR as a sponsored ad on SWVA page)
- **Targeted Display Advertising-** 100,000 targeted impressions on websites and apps that are visited by the advertiser's target audience
- **Graphics Package-** custom social media graphics to complement the advertising, custom-designed ads
- Press Release or Blog Article
- Branded Landing Page
- Custom campaign landing page featuring a lead generation contact form, high-quality images, Google map, and social media feed



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## A la Carte Options

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- Custom Social Ad Creation: \$200
- Graphic Designers will create a social media ad graphics package in the 3 popular sizes. Includes 1 round of revisions and graphics in .png or .jpg format
- Branded Landing Page: \$400 (one time) + \$50/mo hosting
- Custom campaign landing page featuring a lead generation contact form, high-quality images, Google map, and social media feed
- Press Release or Blog Post: \$200
- Professional content creation for press release or blog post focused on your organization for distribution
- Professional Photo Shoot: \$750
- Professional Photography at your location (2.5 hours)- edited photos provided for use on website, social media, and print publications
- Professional Video Shoot: \$2000
- Professional Photo/Video Session at your location (2.5 hours)- 3 hours of professional video editing, including voiceover and background music, optimized for social media, advertising, and website. Edited photos provided for use on website, social media, and print publications

## CONTACT US:

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