

IOGA INDUSTRY SUPPORTER MARKETING OPPORTUNITIES



THE IDAHO OUTFITTERS AND GUIDES ASSOCIATION IS THE ONLY STATEWIDE ENTITY PROMOTING, ADVOCATING FOR AND DEFENDING OUTFITTERS AND GUIDES IN IDAHO. OUR MEMBERSHIP IS COMPRISED OF OUTFITTERS, GUIDES, RELATED BUSINESS SERVICES AND INDIVIDUALS, AND REPRESENTS THE MAJORITY OF THE STATE OF IDAHO'S LICENSED OUTFITTERS AND GUIDES. EACH YEAR, OUR INDUSTRY TAKES OVER 222K CLIENTS ON GUIDED HUNTING, FISHING, RIVER RUNNING, TRAIL RIDING, HIKING, BIKING, SNOWMOBILING, GUEST RANCH TRIPS AND RELATED OUTDOOR ADVENTURE ACTIVITIES , CONTRIBUTING AN ESTIMATED 1.2 BILLION TO THE STATE/YR., WITH AN ESTIMATED BUYING POWER OF \$69 MILLION DOLLARS/YR.



IDAHO OUTFITTERS & GUIDES ASSOCIATION



**RAFT
IDAHO™**
RAFTIDAHO.ORG



**HUNT
IDAHO**
HUNTINGIDAHO.ORG

YOGA

IDAHO

**OUTFITTERS & GUIDES
ASSOCIATION**

Uniting Idaho's Outfitters and Guides, advocating for the preservation, growth and integrity of the outfitting industry while promoting quality outdoor experiences for the outfitted public.



**RIDE
IDAHO**
RIDEIDAHO.ORG



**FISH
IDAHO**
FISHIDAHO.ORG



**JET BOAT
IDAHO**
JETBOATIDAHO.ORG



**GUEST
RANCH
IDAHO**
GUESTRANCHIDAHO.ORG

IOGA'S COMMUNICATION & ENGAGEMENT WITH IDAHO'S OUTFITTING INDUSTRY

FACEBOOK



Followers: 2,498

Likes: 2,515

Reach: AVERAGE -788/POST IN Q3 2020

Engagement:

-Reactions/Comments/Shares:
AVERAGE OF 15/POST IN Q3 2020

-Clicks: AVERAGE OF 26/POST IN Q3 2020



INSTAGRAM

788 Followers

+300% Interaction IN Q3

NEWSLETTER



866 Readers

Open Rate: 45.9% (INDUSTRY AVERAGE (S) IS GENERALLY BETWEEN 15-25%)[★]

Click through: 6.35% (INDUSTRY AVERAGE IS 2.79%)[★]

Segmentation: RAFTING, HUNTING, FISHING, LAND BASED RECREATION, GUEST RANCHES, BUSINESS AFFILIATES, GOVERNMENT/AGENCY CONTACTS

Advertorials - NEWSLETTER SENT OUT WITH A NEWS STORY OR INFORMATION FEEL. USE THIS TO INFORM POTENTIAL CLIENTS ON YOUR STORY, WHY YOUR PRODUCT IS SPECIAL, OR USE A MEMBER TO TELL THEIR STORY OF USING YOUR PRODUCT OR SERVICE.



PHYSICAL MEETINGS

- ANNUAL MEETING
- THAW
- LOBBY DAYS
- IOGA MOBILE OFFICE



PHYSICAL PRINT ADVERTISING

- IOGA @ SHOWS
- IOGA MAILERS



IOGA WEBSITE: BRAND/AD PLACEMENT

[★] [Mailchimp Email Marketing Benchmarks 2020](#)

TROPHY ELK PACKAGE - \$5000

8 month Package September through May (the buying season)

Digital

- 650x200 ad placement in 8 “full list” and 2 “single segment” newsletters over 8 months.
- 2 “advertorial” newsletters sent out to your specific targeted outfitters segment or one “advertorial” newsletter sent to all recipients.
- 8 advertorial style posts sent out via IOGA Social Media - Can be sent out over 8 months or 8 weeks depending on your marketing goals. Can be timed in conjunction with “advertorial newsletters.”
- 1 ad 300x250 above the fold on the IOGA website homepage.

Branding Placement:

- Logo 4ft x 3ft placed on the outside of the IOGA mobile office. This applies for one sponsorship cycle.
- Logo listed as a sponsor on all physical mailers headed to membership.

Annual Conference

- Prominent branding placement at the IOGA annual conference including banners and in the conference brochure, communications.
- 1x, 30-second video ad placement leading into a keynote session of the conference.
- By name mention during the conference as a Trophy Elk Sponsor.

Thaw

- Logo on the evening agenda
- Mention as a Trophy Elk Sponsor
- Logo on the sponsor banner at the door and on the stage

SELWAY PACKAGE - \$3500

8 month Package September through May (the buying season)

Digital

- 650x200 ad placement 4 "full list" newsletters over 8 months
- 1 "advertorial" newsletter sent out to your specific targeted industry segment.
- 4 advertorial style posts sent out via IOGA Social Media - Can be sent out over 8 months or 8 weeks depending on your marketing goals. Can be timed in conjunction with "advertorial newsletters."
- 1 ad 300x250 above the fold on the IOGA website homepage.

Branding Placement:

- Logo 3ft x 2ft placed on the outside of the IOGA mobile office. This applies for one sponsorship cycle.
- Logo listed as a sponsor on all physical mailers headed to membership.

Annual Conference

- Prominent branding placement at the IOGA annual conference including banners and in the conference brochure, communications.
- By name mention during the conference as a Selway Sponsor

Thaw

- Logo on the evening agenda
- Call out as a Selway Sponsor
- Logo on the sponsor banner at the door and on the stage.

STEELHEAD PACKAGE - \$2000

8 month Package September through May (the buying season)

Digital

- 650x200 ad placement 2 "full list" newsletters over 8 months
- 2 advertorial style posts sent out via IOGA Social Media - Can be sent out over 8 months or 8 weeks depending on your marketing goals. Can be timed in conjunction with "advertorial newsletters."
- 1 ad 300x250 on the IOGA website homepage.

Branding Placement:

- Logo 1ft x 1ft placed on the outside of the IOGA mobile office. This applies for one sponsorship cycle.
- Logo listed as a sponsor on all physical mailers headed to membership.

Annual Conference

- Prominent branding placement at the IOGA annual conference including banners and in the conference brochure, communications.
- By name mention during the conference as a Steelhead Sponsor

Thaw

- Logo on the evening agenda
- Call out as a Steelhead Sponsor
- Logo on the sponsor banner at the door and on the stage.

~ MENU PURCHASE ~

AS AVAILABLE

Digital

(650x200 Ad Placement in Newsletter)

4 Newsletters	\$500
8 Newsletters	\$800
12 Newsletters	\$1080
16 Newsletters	\$1200

"Advertorial" Newsletter

1 Advertorial to full newsletter mailing, list with Social Media mention to linked page with article	\$1499
	Add 3 additional Social posts to article for \$500
2 Advertorial to full newsletter mailing list, with Social Media mention to linked page with article	\$2499
	Add 3 additional Social posts to article for \$500
1 Advertorial Newsletter to Rafting Segment	\$1399
2 Advertorial Newsletters to Rafting Segment	\$1999
1 Advertorial newsletter to Hunt Segment	\$899
2 Advertorial newsletters to Hunt Segment	\$1399
1 Advertorial newsletters to Fish segment	\$899
2 Advertorial newsletters to fish segment	\$1399

Branding Placement

Logo on the IOGA Mobile Office

1 Square Foot	\$125
4 Square Feet	\$350
9 Square Feet	\$650
25 Square Feet	\$1599

Conference & THAW

Logo listed as sponsor in event packet	\$300
30 Second video played prior to full group session	\$1000
10x10 Booth Space at vendor portion of conference	200
10x15 booth space at vendor portion of conference	250
Listing on banner as Thaw event sponsor	\$500

FAQ

What is a Newsletter Ad?

A Newsletter Ad is a 650x200, graphically focused advertisement distributed through our regular, electronic Newsletter to either our “full list” of contacts or specific segments.

What is an Advertorial?

An “Advertorial” is promotional—brand, service, business—content that looks and reads like that publication's own content but is, in fact, a paid advertisement. Another way to think of it is a a customized email directly to our audience.

Who develops the Ads/Advertorials?

All creative design and text for ads, brand placement and advertorials must be supplied or produced by the Sponsort/Advertiser/Members. In addition, they must designate when they would like to have the ad/advertorial/etc. run, subject to other advertising and availability. The advertiser, prior to any event, must supply any creative or collateral for event banners, video, branded digital placements, etc.

How do I purchase a Sponsor Package or Individual Advertising ‘Menu Item’?

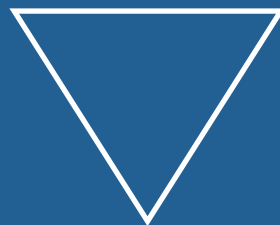
Complete the form and return it by email, fax or mail to the IOGA with your payment.

When is payment due ?

Payment in full must be received prior to the ad/advertorial content being developed and put in the newsletter. In the case of branded content for meetings and events (logos for banners, videos, etc.), the payment is due one full month in advance.

For more information Contact us at:

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