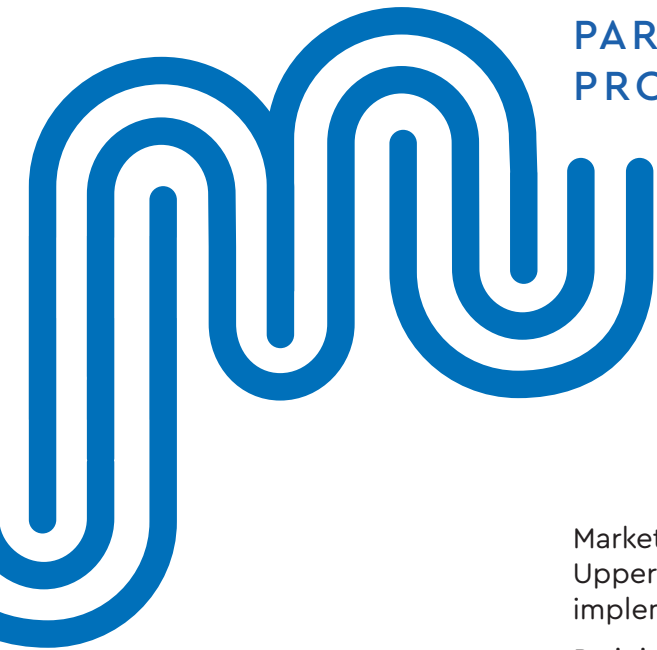


# Marketing Upper Murray

PARTNERSHIP  
PROSPECTUS 2020-2021



Marketing Upper Murray (MUM) is owned and managed by Upper Murray Incorporated which is a not for profit organisation implementing the Upper Murray 2030 Plan.

By joining forces Upper Murray Businesses will be involved in the on-going implementation of the Upper Murray Brand which will ultimately create a vibrant and prosperous community to live, work and play in.

We hope that you take this opportunity to be part of Marketing Upper Murray. **For the first time, your investment will be active for a two year period.**



**Closing 25 October 2019**

# Key Deliverables of Marketing Upper Murray

## UPPER MURRAY BUSINESS AND TOURISM GUIDE

The Upper Murray Business and Tourism Guide is a valuable resource to increase Economic Development and Tourism in the Upper Murray. The Guide serves the purpose of both a community directory and visitors' guide. A minimum of 15,000 will be distributed to Visitors Information Centres in both Victoria and NSW, key accommodation places in neighbouring regional centres, and to Upper Murray residents. The Guide will have a two-year lifespan.

## UPPER MURRAY WEBSITE

Partners will receive a standard website listing that will promote their business to locals and visitors via [visituppermurray.com.au](http://visituppermurray.com.au). Listings include business contact details, an image, business description and location map.

## SOCIAL MEDIA

The Upper Murray 2030 Facebook page promotes activity related to the Upper Murray 2030 Vision Plan. In addition the page promotes MUM partner businesses.

The Upper Murray Tourism Facebook page has also been rebranded 'Upper Murray' and regularly feature highlights of the Upper Murray including promotion of MUM tourism related partners.

The Upper Murray Instagram page promotes Upper Murray imagery, including that of Partners.

## A3 TEAR-OFF MAP

Available to residents and locals alike, a tear-off map of the Upper Murray will incorporate a list of all MUM partner businesses and their phone numbers. In addition, MUM partner businesses will be marked on the map along with tourism attractions.

## PHOTO LIBRARY

A comprehensive photo library is available for Program Partners to access. Images are free for Program Partners to use on their website, print collateral and social media streams.

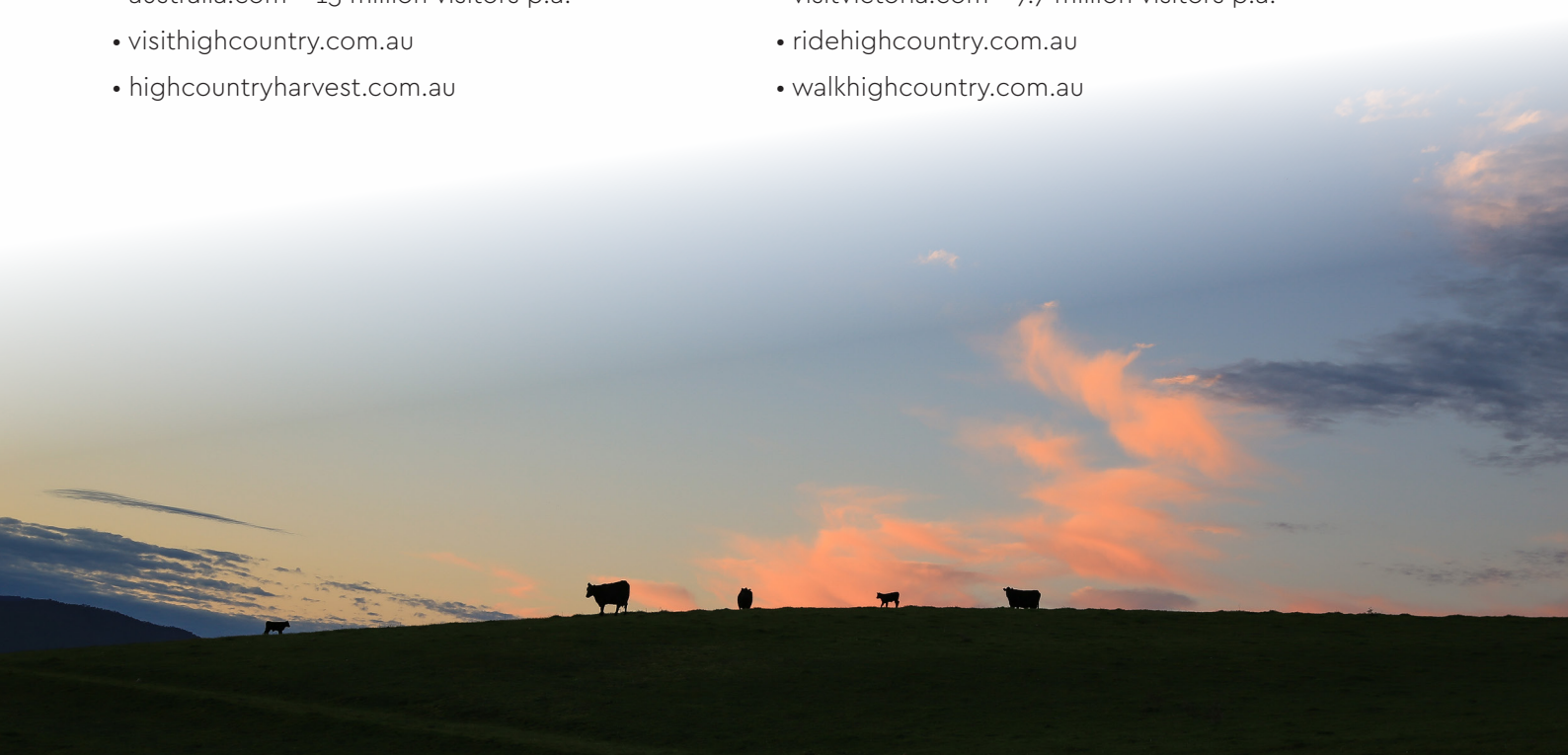
## MARKETING AND PROMOTIONAL CAMPAIGN

100% of profits made from the UM Brand Program will be invested into marketing and promoting the region.

## ATDW WEBSITE LISTING (optional extra)

Victorian businesses will have the opportunity to sign up separately for a Victorian Australian Tourism Data Warehouse (ATDW) listing. **Any business that takes up this opportunity will receive a \$100 discount off their MUM subscription.** An Victorian ATDW listing provides will maximise your business exposure on relevant tourism websites; businesses will be promoted via [visituppermurray.com.au](http://visituppermurray.com.au) as well as on:

- [australia.com](http://australia.com) – 15 million visitors p.a.
- [visitvictoria.com](http://visitvictoria.com) – 7.7 million visitors p.a.
- [visithighcountry.com.au](http://visithighcountry.com.au)
- [ridehighcountry.com.au](http://ridehighcountry.com.au)
- [highcountryharvest.com.au](http://highcountryharvest.com.au)
- [walkhighcountry.com.au](http://walkhighcountry.com.au)



# Marketing Upper Murray buy-in options

## Basic Partner Package – \$200

- Standard website listing on [www.uppermurray.com.au](http://www.uppermurray.com.au)
- Membership of UMI and The Man From Snowy River Tourism Association.

## Standard Partner Package – \$400

- Standard website listing on [www.uppermurray.com.au](http://www.uppermurray.com.au)
- Brochure display at the Visitor Information Centre
- 1/5 page advertisement in the Upper Murray Business and Tourism Guide
- Access to UM photo library
- Contact details on tear-off Upper Murray map
- Membership of UMI and The Man From Snowy River Tourism Association.

## Premium Partner Package – \$800

- Standard website listing on [www.uppermurray.com.au](http://www.uppermurray.com.au)
- Brochure display at the Visitor Information Centre
- 1/2 page advertisement in the Upper Murray Business and Tourism Guide
- Access to UM photo library
- Contact details on tear-off Upper Murray map
- Membership of UMI and The Man From Snowy River Tourism Association
- Featured photo (with tag of business name) in a rotating hero banner on [visituppermurray.com.au](http://visituppermurray.com.au)
- Featured story on UM's social media accounts twice per calendar year.

## Major Sponsor Package – \$1,600

- Standard website listing on [www.uppermurray.com.au](http://www.uppermurray.com.au)
- Brochure display at the Visitor Information Centre
- Full page advertisement in the Upper Murray Business and Tourism Guide
- Access to UM photo library
- Contact details on tear-off Upper Murray map
- Membership of UMI and The Man From Snowy River Tourism Association
- Featured photo (with tag of business name) in a rotating hero banner on [visituppermurray.com.au](http://visituppermurray.com.au)
- Featured story on UM's social media accounts three times per calendar year.



**Closing 25 October 2019**

## 1. COMPLETE YOUR BUSINESS DETAILS

PRIMARY CONTACT

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BUSINESS NAME

---

BUSINESS ADDRESS

---

PHONE NUMBER

EMAIL ADDRESS

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WEBSITE

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## 2. SELECT YOUR BUSINESS CATEGORY:

Service/Trade  Organisation/Club  Accommodation  Food (cuisine/produce)  Attraction  Retail

## 3. SELECT YOUR PREFERRED PARTNERSHIP PROGRAM OPTIONS

Basic Partner Package - \$200

I am interested in a ATDW listing

Standard Partner Package - \$400

I have an ATDW listing

Premium Partner Package - \$800

ATDW listings are \$295 annually and are processed separately. Businesses who have or take-up in an ATDW listing receive a \$100 discount off their preferred partnership program option.

Major Sponsor Package - \$1,600

Total amount to be debited: \_\_\_\_\_

## 4. PAYMENT

Payment can be made by direct deposit to the bank account below or by Cheque made out to Upper Murray Inc.

BSB 803 070  
Account 100123126

PLEASE USE YOUR BUSINESS NAME AS REFERENCE/DESCRIPTION WHEN MAKING DIRECT DEBIT PAYMENT TO ASSIST YOUR IDENTIFICATION AS PAYOR

## 5. AUTHORISATION

AUTHORISED BY

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SIGNATURE

DATE

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Return completed form to [info@towong.vic.gov.au](mailto:info@towong.vic.gov.au) Alternatively, completed forms can be returned to the Corryong Council Office or Visitor Information Centre. Register online [www.visituppermurray.com.au/register](http://www.visituppermurray.com.au/register)

**For information on the Upper Murray Brand Program:** Contact Jo Mackinnon on 0438 779 270 or Sarah Whiteley on 0427 054 555 or via [uppermurray2030vision@gmail.com](mailto:uppermurray2030vision@gmail.com)