



**2023 Community Planning Grant Application  
Bid No. BD-23-1068-1068C-1068L-81256**

All completed applications must be sent by January 31<sup>st</sup> to be considered for funding for the 2023 Grant Round. Please submit this completed form as well as any relevant attachments to [MGCCMF@Massgaming.gov](mailto:MGCCMF@Massgaming.gov).

For more detailed instructions as well as the 2023 Application Guidelines please visit <https://massgaming.com/about/community-mitigation-fund/>

<b>I. Project Summary</b>
<b>Legal Name of Applicant:</b> Town of Foxborough (on behalf of Foxborough, Plainville and Wrentham)
<b>Project Name (Please limit to 5 words):</b> Phase 6 Regional Destination Marketing Initiative
<b>Amount Requested:</b> \$630,000
<b>Brief Project Description (approx. 50 words):</b> Continued and expanded implementation of the strategies outlined in the Regional Destination Marketing plan (Phase 1) in a comprehensive and integrated manner, to include advertising and tradeshow participation.

<b>II. Applicant Contact Information</b>
Please provide below the manager for this grant and any other individuals you would like to be copied on all correspondence.
<b>Grant Manager:</b> Paige Duncan, Director of Land Use and Economic Development
<b>Email Address:</b> <a href="mailto:pduncan@foxboroughma.gov">pduncan@foxboroughma.gov</a>
<b>Telephone Number:</b> 1-508-543-1250
<b>Address:</b> Foxborough Town Hall, 40 South Street, Foxborough, MA 02035
<b>Contact II:</b>
<b>Role:</b>
<b>Email Address:</b>
<b>Telephone Number:</b>
<b>Address:</b>
<b>Contact III:</b>
<b>Role:</b>
<b>Email Address:</b>
<b>Telephone Number:</b>
<b>Address:</b>

<b>III. Detailed Project Description and Mitigation</b>
1) Please describe in detail the impact that is attributed to the operation of a gaming facility. Please provide documentation or evidence that gives support for the determination that the operation of the gaming facility caused or is causing the impact (i.e. surveys, data, reports).
<p>The Towns of Foxborough Plainville and Wrentham are directly affected by the Plainridge Park Casino due to its location in Plainville, and it's close proximity to the boundaries of Wrentham and Foxborough. The three towns are unique in that each has a major regional destination located within its borders. Plainville has Plainridge Park Casino, Wrentham has the Wrentham Village Premium Outlet Mall and Foxborough has Patriot Place/Gillette Stadium, all located within seven miles of each other. These three major destinations collectively bring in an estimated twenty million plus visitors per year to the region (pre-pandemic). Fortunately, negative impacts from the Casino have been negligible to date. In fact, The Towns of Foxborough, Plainville and Wrentham continue to seek an opportunity to enhance visitation to the area, particularly to the Casino, by implementing a strategy that works to establish our region as a tourist/visitor destination.</p>
2) <i>(If applicable)</i> Please explain how this impact was not anticipated in the Applicant's Host or Surrounding Community Agreement.
3) Please describe what the Applicant is proposing and how the mitigation request will address the impact indicated.
<p>Since 2019, the Towns of Foxborough, Plainville and Wrentham have been taking incremental steps toward a Regional Destination Marketing Strategy. Through the various foundational phases, the project has resulted in publication of a Regional Destination Marketing Strategy report (Phase 1); development and launching of a website (<a href="http://www.VisitFPW.com">www.VisitFPW.com</a>) (Phase 2); maintenance of the website and marketing services (Phase 3); creation of a brand and a library of assets, including photography and promotional videos (Phase 4 – funded by Massachusetts Office of Travel and Tourism "MOTT"); and strategic planning and account management services, content management/communications, additional photography and videos, development of collateral and support of website and associated services (Phase 5). Now that the framework has been established, we have begun to implement the strategies outlined in the marketing strategy, including stakeholder engagement, public relations, social media, newsletters, itinerary development, consumer surveys, as well as creation of measurement tools. We are finally at the point where we will begin to see results.</p> <p>With the assets developed and promotion starting to take place, with this Phase 6, we are seeking financial support for advertising and tradeshow attendance that would enhance our current efforts and help to significantly raise the profile of the region to target audiences. Basically, with Phase 6 we will finally bring this campaign to the next level – all of the behind-the-scenes work will pay off!</p>

The goal of this campaign is to drive business to the Plainridge Park Casino area of Foxborough, Plainville and Wrentham hotels, attractions and restaurants by encouraging people to book and stay in the destination market area. Working with the area businesses, special rates and offers will be made available for this campaign. Social media, digital marketing, media relations and sales will be utilized to raise awareness of all of the great things to see and do in Foxborough, Plainville and Wrentham that educate, invigorate and allow people to have an adventure, while supporting the businesses throughout the three towns. The ultimate goal is to attract more visitors to the Plainridge Park Casino. We will also step up our coordination with the “Big 3” through cross promotions and increased advertising.

An integrated advertising and marketing campaign is recommended that will support proposed sales efforts.

The advertising/marketing will include includes digital, print, television, radio, visitor guide and social media advertising on media outlets such as Boston.com; NETravel.com; NYTimes.com; iHeart media; WCVB-TV; Beasley Media (WBOS, WROR, WBZ, etc.); Facebook/Instagram/YouTube and others. This will be augmented with an influencer campaign, paid search, geofencing and SEM.

The call to action on the campaign will drive people to the website for more information.

The target audience for this advertising campaign are New England and New York residents that live within 150 miles of the three towns, with a household income of more than \$85,000. They are couples, families, friends interested in the outdoors, arts and culture, shopping, dining and more!

Because this is a very fluid and primarily digital campaign, throughout the campaign we will be monitoring the results in order to modify the program as needed to generate the greatest return on investment by the end of the campaign. The campaign will be leveraged with existing media relations efforts.

In addition to advertising and marketing, Foxborough, Plainville and Wrentham will introduce sales efforts into the overall strategy that it is currently undertaking. These efforts will include participating in tradeshow such as Discover New England (targeting international tour operators responsible for sending individual and group international travelers to destinations); American Bus Association (targeting operators who send bus tours to destinations) ; Destination East Trade Show (targeting meeting planners who bring meetings and conferences to the northeast region of the United States); and the Boston Concierge Tradeshow (educating concierges of what there is to see and do in Foxborough, Plainville and Wrentham).

**2023 Community Planning Grant Application**

**Bid No. BD-23-1068-1068C-1068L-81256**

**Page 4**

The success of the program will be measured based on a number of metrics, including:

- Number of local businesses participating in collaboration with Foxborough, Plainville & Wrentham
- Traffic to VisitFPW website
- Click-throughs on VisitFPW Website
- Digital marketing and social metrics and engagement
- Value of media coverage generated
- Increases in lodging and restaurant tax collections

**IV. Scope, Budget, and Timeline**

**Applicant:** Town of Foxborough (on behalf of Foxborough, Plainville and Wrentham)

**Vendor Code:** VC6000191792

**Total Amount Requested:** \$630,000

**Estimated Total Project Cost:** \$700,000

**Scope of Work**

Please include below a breakdown of the proposed work. The project scope should be sufficiently detailed to allow the review team to understand the steps required for project completion.

Graphic Design: Creation of a suite of digital banner ads, print ads, social media assets (branded content), art and creative direction for commercials and radio spots

Animation of brand for use in commercials, on social media, website, ads and other digital outlets.

Production of commercials to support media buy.

Print, digital, radio and television campaign on consumer outlets such as: Boston.com, NYTimes.com, LocalIQ, WCVB-TV, WBZ Radio, iHeart Media, WROR, Yankee, Beasley Media; visitor guide ads in Meet Boston and Massachusetts Office of Travel and Tourism publications; Trip advisor and Google travel campaigns. Paid search, GeoFencing, SEM. Influencer campaign and social media ads.

Participation in tradeshow such as Discover New England, American Bus Association, Destinations East and Boston Concierge Show.

**See appendix for additional detail.**

**2023 Community Planning Grant Application**

**Bid No. BD-23-1068-1068C-1068L-81256**

**Page 5**

**Proposed MGC Grant Budget**

Please use the following table to outline the budget of your project. Include any requests for proposals, quotes, or estimates that would quantify the costs associated with the mitigation as an attachment. In determining the funding request, please round up to the nearest hundred dollars.

<b>Timeline</b>	<b>Description of Purchase/Work</b>	<b>QTY</b>	<b>Budget</b>
	Graphic Design		\$ 40,000
	Animation		\$ 20,000
	Commercial production		\$ 45,000
	Media Buy		\$ 500,000
	Tradeshow Participation		\$ 25,000
	<b>TOTAL:</b>		<b>\$ 630,000</b>

**Total Project Budget and Funding:**

<b>Funding Source</b>	<b>Description of Purchase/Work</b>	<b>QTY</b>	<b>Budget</b>
In-Kind Services	Administration and oversight of all elements of this grant by Town as well as marketing consultant		\$ 70,000
Federal			
State			
Local Match			

**V. Regional Incentive Award**

<b>Are you applying for a Regional Incentive Award?</b>	
<u>  X  </u> Yes	<u>    </u> No

**Partner Community Contact-**

<b>Name:</b> Rachel Benson
<b>Role:</b> Director of Planning and Economic Development
<b>Email Address:</b> rbenson@wrentham.gov
<b>Telephone Number:</b> 1-508-384-5400
<b>Address:</b> Wrentham Town Hall, 79 South Street, Wrentham, MA 02093

**Partner Community Contact-**

<b>Name:</b> Chris Yarworth
<b>Role:</b> Director of Planning and Development
<b>Email Address:</b> cyarworth@plainville.ma.us
<b>Telephone Number:</b> 1-508-576-8494
<b>Address:</b> Plainville Town Hall, 190 South Street, Plainville, MA 02762

**VI. Waiver**

If you are applying for a waiver, please submit the Waiver Form with your application. The form can be found at [www.massgaming.com/about/community-mitigation-fund/forms/](http://www.massgaming.com/about/community-mitigation-fund/forms/)

**Are you applying for a waiver?**

Yes

No

**VII. Please provide a brief description of each attachment.**

1. Contained in the appendix are proposed media buys from potential media outlets, information on the recommended tradeshow and quote for graphic design/animation services.

**VIII. Applicant Certification**

**On behalf of the aforementioned municipality/governmental entity I hereby certify that the funds that are requested in this application will be used solely for the purposes articulated in this Application.**



January 31, 2023

**Signature of Responsible Municipal  
Official/Governmental Entity**

**Date:**

Paige Duncan  
(print name)

Director of Land Use and Economic Development

Title:



In order to continue to build upon the strategic plan, website, marketing and communication efforts that have been undertaken to date, the Towns of Foxborough, Plainville & Wrentham will further promote the brand developing an integrated advertising and marketing that will support proposed sales efforts.

Following are recommended strategies & tactics to achieve the goal of generating more visitors to the region.

- Graphic Design (\$40,000)  
Create a suite of digital banner ads, print ads, social media assets, art & creative direction for commercials & radio spots.
- Animation of brand for use in commercials, on social media, website, ads and other digital outlets. (\$20,000)
- Production of commercials to support media buy (\$45,000)
- Print, digital, radio & television campaign on consumer outlets such as: Boston.com; NYTimes.com; LocalIQ; WCVB-TV; WBZ radio; iHeart Media; WROR, Yankee; Beasley Media; visitor guide ads in Meet Boston and Massachusetts Office of Travel & Tourism publications; Trip Advisor and Google Travel Campaigns; Paid Search; GeoFencing; SEM; Influencer Campaign; and social media ads. (\$500,000)
- Participation in tradeshow such as Discover New England; American Business Association; Destinations East and Concierge Show. (\$25,000)

Following are a number of documents that support these figures, including a quote from a graphic designer/ animator, proposals from potential media outlets, and information on potential tradeshow to participate in.

# Beasley Media Group & Visit FPW

## Investment and Values



### Audio-

- 345 :30 radio commercials
- 100 Public Service announcements (est)
- 50 promotional commercials for contest

### Digital-

- Co Branded Social Media 500,000 impressions
- Station banner placements 300,000 impressions
- Dedicated content area for contesting, including logo's links and Visit FBW information
- Opt. in email addresses for contest entries for follow up marketing by FPW

### Elements included-

- Station tour to meet DJ's and local team you are working with
- All production, copy writing, graphic design
- Project and contest management elements
- Assistance with key prizing- tickets and experiences

*Investment: \$50,000 net*



**Boston Globe Media  
Recommendations for VisitFPW Advertising  
July – December, 2023  
Total Investment: \$50,000**

*Print - \$35,000*

Globe Magazine - \$11,000

9/10 Fall Travel Magazine(full page) - \$5,500

11/26 Winter Travel Magazine(full page) - \$5,500

Globe Arts/Lifestyle/Travel/Main News - 1/2 page ads(11.625" x 10.5") - \$24,000

6 dates from July - December (1 per month)

*Digital - \$15,000*

6 Boston Traveler Email Blasts - \$3,000

6 Weekender/Big to Do Emails - \$6,000

6 Things to Do Emails - \$4,980

9 Lifestyle Sectionfront Takeovers - \$1,020

# iHeartMedia Boston Proposal Delivery Impression for Visit FPW



**June 29 – December 31, 2023**

<b>iHeart Total Traffic Weather Network</b>	<b>\$50,000 / 6,458,400 impressions</b>
<b>OTT – News/Sports, Entertainment, Lifestyle Marketplace Delivery:</b>	<b>\$25,000 / 1,000,000 impressions</b>
<b>Targeted Email:</b>	<b><u>\$15,000</u> / 375,000 impressions</b>
<b>Total:</b>	<b>\$90,000 / 7,833,400 impressions</b>

ATTN:

**Brian Wheeler**  
iHeart Media

Contact:

**Matt Gibbons**  
Total Traffic + Weather Network  
508.259.7824  
[MattGibbons@iheartmedia.com](mailto:MattGibbons@iheartmedia.com)

**TRAFFIC & WEATHER**  
**DAYPART: M-F 5a-8p**

MARKET	Unit Rate	:15/:10 sp Per Week	Weekly Investment	Total Investment
Boston 3BK Oct22-Dec22 MSA ARB PPM	\$ 125	15	\$ 1,875.00	\$ <b>22,500.00</b>
Worcester 2BK SP22+FA22 MSA ARB	\$ 30	30	\$ 900.00	\$ <b>10,800.00</b>
Providence-Warwick 3BK Oct22-Dec22 MSA ARB PPM	\$ 45	30	\$ 1,350.00	\$ <b>16,200.00</b>
				\$ <b>49,500.00</b>

12 Week Schedule Demo: Adults 21+

Gross Impressions	GRPs	Reach	Rch %	Freq	Population
2,524,800	67.2	881,934	22.9%	2.9	3,856,000
1,389,600	343.2	138,298	34.2%	10.0	404,900
2,544,000	196.8	525,216	40.4%	4.8	1,298,900
6,458,400	117.6	1,545,448	27.8%	4.2	5,559,800

*TTWN Schedules are Firm and Non-Cancellable*

STATION-TO-STATION & MARKET-TO-MARKET FLEX OK TO REACH NUMBER OF SPONSORSHIPS

DEADLINES FOR ORDER & COPY: TUESDAY COB for following Monday start.

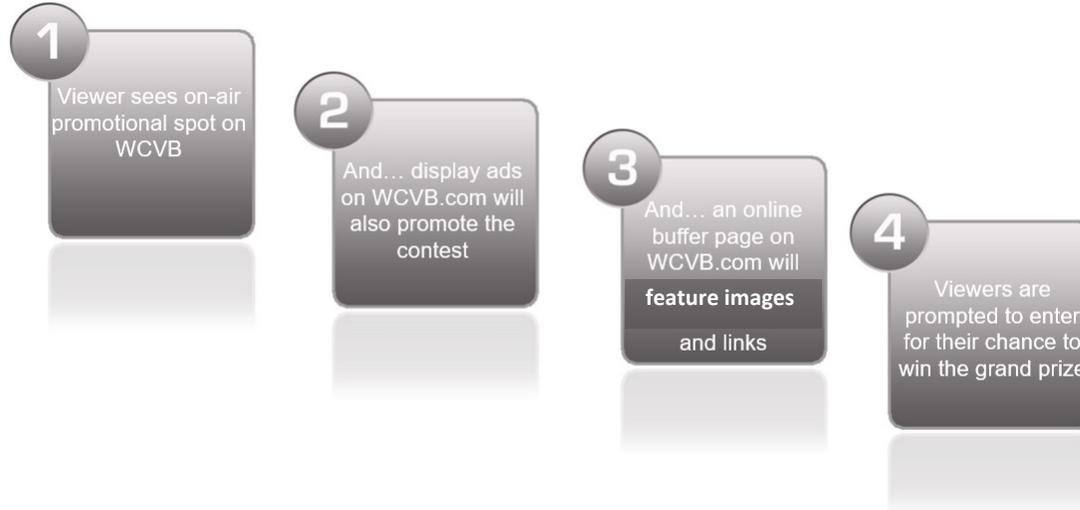
INVENTORY IS SUBJECT TO AVAILABILITY AT THE TIME OF PLACEMENT.

THE RATES IN THIS PROPOSAL ARE VALID UNTIL

2/14/2023

# WCVB SWEEPSTAKES: OBJECTIVES & BENEFITS

- ✓ **Engagement.** A high-profile sweepstakes on WCVB.com allows both TV viewers and online visitors the opportunity to acquaint themselves with Visit Foxborough, Plainville & Wrentham, MA by way of an exciting themed contest.
- ✓ **Be relevant-** Reach an audience of consumers using the one-two punch of online and on-air promotion.
- ✓ **Align with WCVB.com.** A contest promotion is an effective way of reaching tens of thousands of online visitors because of our heavy online traffic.
  - WCVB will produce a customized :15 second promotional spot that will encourage viewers to log onto WCVB.com and enter for their chance to win a prize package provided by Visit Foxborough, Plainville & Wrentham, MA
  - These :15 second television spots are very high in production value and will also feature Visit Foxborough, Plainville & Wrentham, MA b-roll, images and contest information. The conclusion of the spot will prompt viewers to enter online.



*\*Sample ENTER FOR A CHANCE TO WIN Page:*

A screenshot of the 'ENTER FOR A CHANCE TO WIN' page for a ski resort sweepstakes. The page features a background image of a skier on a snowy slope. On the left, there are three award logos from 'SKI MAGAZINE 2020': '#1 SNOW EAST', '#1 SCENERY EAST', and '#1 GROOMING EAST'. On the right, it says '#12 SKI RESORT IN THE WORLD CONDE NAST TRAVELER'. A red call-to-action box at the top right says 'Images, Link and Call-to-Action'. A central banner reads 'ENTER FOR A CHANCE TO WIN A FAMILY 4 PACK OF LIFT TICKETS FROM BRETTON WOODS #dayatthewoods'. Below this is a registration form with fields for: Your Name (First Name, Last Name), Your Address, City, State & Zip Code, Your Mobile Phone Number, Your Email Address, and Your Birthday (Month, Day, Year). A checkbox for 'I agree to receive marketing information from Bretton Woods' is checked. A blue 'Enter' button is at the bottom. A red call-to-action box at the bottom left says 'Data capture information'. Small text at the bottom right says 'It is subject to the official rules. Powered by Woobox'.

# SAMPLE- WCVB (:15) TV Schedule



VisitFPW Foxborough, Plainville & Wrentham

Author: Cara Schulze

Proposal ID: 95644  
 Station: WCVB  
 Schedule Date: 7/17/2023 - 12/10/2023  
 Advertiser: VisitFPW Foxborough, Plainville & Wrentham  
 Buyer: Chris Pappas  
 Spot Length(s): :15  
 Report: Planner

Acct. Exec: CARA SCHULZE  
 Email: cschulze@hearst.com

Flight Dates: 7/17/2023-12/10/2023

Program Time	Spot Length	JL 17	JL 24	JL 31	AU 7	AU 14	AU 21	AU 28	SE 4	SE 11	SE 18	SE 25	OC 2	OC 9	OC 16	OC 23	OC 30	NO 6	NO 13	NO 20	NO 27	DE 4	DMA P25+ 000	Wks	Rate Spots	
<b>WCVB</b>																										
EARLY NEWS GRPs/Impressions CPP/CPM We-Fr 4:00p-6:00p	:15	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	75.5 4,756.5 \$4.99	21	\$376.75 63
DAYTIME GRPs/Impressions CPP/CPM We-Fr 9:00a-4:00p	:15	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	44.7 2,816.1 \$4.94	21	\$221.00 63	
SA 9A GMA WKND GRPs/Impressions CPP/CPM Sat 9:00a-10:00a	:15	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	p57.6 1,209.6 \$5.76	21	\$331.50 21	
SUN EYEOPNER WKND 10A GRPs/Impressions CPP/CPM Sun 10:00a-11:00a	:15	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	p48.4 1,016.4 \$4.57	21	\$221.00 21	

General Summary ( DMA P25+ D.000 )							
Description	Spots	Cost	Impressions (000)	Reach	Freq	CPM	Population
WCVB	168	\$49,260.75	9,798.6	37.7	5.7	\$5.03	4,589,907

## SAMPLE- WCVB (:15) TV Schedule

### Weekly Delivery –

- 21 Weeks
- 8x (:15) Commercials Wed-Sun
- Estimated delivery of Adults 25+ = 466,600 Impressions
- Weekly net cost per thousand is \$5.03
- Weekly investment is \$2345.75 net

### Overall Delivery –

- 21 Weeks
- 168x (:15) Commercials Wed-Sun
- Estimated delivery of Adults 25+ = 9,798,600 Impressions
- Reach 37.7% of Adults 25+ in the market
- Total investment is \$49,260.75 net

Week Summary ( DMA P25+ D.000 )						
Description	Spots	Cost	Impressions (000)	Reach	Freq	CPM
7/17/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
7/24/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
7/31/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
8/7/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
8/14/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
8/21/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
8/28/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
9/4/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
9/11/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
9/18/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
9/25/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
10/2/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
10/9/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
10/16/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
10/23/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
10/30/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
11/6/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
11/13/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
11/20/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
11/27/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
12/4/2023	8	\$2,345.75	466.6	6.6	1.6	\$5.03
<b>Total (DMA P25+)</b>	<b>168</b>	<b>\$49,260.75</b>	<b>9,798.6</b>	<b>37.7</b>	<b>5.7</b>	<b>\$5.03</b>

**Yankee/NewEngland.com**  
**Recommendations for VisitFPW Advertising**  
**July – December, 2023**  
**Total Investment: \$25,920**

*New England Traveler E-newsletters (6): \$9,300*

*New England Today Text Ads (6): \$3,600*

*Full Page Ad September/October Fall Foliage Issue: \$6,510*

*Full Page Ad November/December Holiday Dining Issue: \$6,510*

# The New York Times

CONTACT INFORMATION	
Sales proposal for:	Visit Foxborough Plainville Wrentham
Sales lead:	Lily Finkelstein
Date:	01/25/2023
Proposal name:	Visit Foxborough Plainville Wrentham_Digital
Proposal ID:	30060310
Campaign start:	7/1/23
Campaign end:	12/31/23
Invoice Pricing Model:	Net
Currency:	USD

ADVERTISER CONTACT INFORMATION	
Advertiser contact:	Christina Pappas
Advertiser name:	Visit Foxborough Plainville Wrentham
Advertiser address (line 1):	40 South Street
Advertiser address (line 2):	Foxborough, MA, 02035
Advertiser email:	

PRIMARY BILLING AGENCY INFORMATION	
Advertiser/Agency contact:	Christina Pappas
Advertiser/Agency name:	Visit Foxborough Plainville Wrentham
Advertiser/Agency address (line 1):	40 South Street
Advertiser/Agency address (line 2):	Foxborough, MA, 02035
Advertiser/Agency email:	

NAME	SIZE	START TIME	END TIME	COST TYPE	CURRENCY	NET RATE	QUANTITY	NET LINE TOTAL COST
<b>Travel Dispatch Newsletter</b> No Geo	728x90,970x250, 300x250	07/29/2023		Per Day	USD	\$2,500.00	1	\$2,500.00
ROTATIONAL								
<b>Flex Frame ROS Cross Platform</b> Behavioural Targeting 1P - General Travelers, Frequent Travelers, Frequent Travelers (geo), In Market > Travel, Writer Sports, Culture Vultures, Bookworms, Fine Dining, Sports Fanatics, Live Entertainment Ad Engagers US Geo	1x1 Client Supplied Assets	07/01/2023	12/01/2023	CPM	USD	\$21.50	552,326	\$11,875.00
<b>Flex Frame ROS Cross Platform</b> Topic Targeting:Travel,Elegant Epicureans,Restaurant Reviews,Museums & Galleries,Cooking & Recipes,Self Care,Historic Sites,Families & Parenting,Football US Geo	1x1 Client Supplied Assets	07/01/2023	12/31/2023	CPM	USD	\$16.50	719,697	\$11,875.00
<b>Flex Frame ROS Cross Platform</b> Motivational Targeting: Go on an Outing Targeting US Geo	1x1 Client Supplied Assets	07/01/2023	12/31/2023	CPM	USD	\$16.50	719,697	\$11,875.00
<b>Flex Frame ROS Cross Platform</b> Perspective Targeting:Adventurous US Geo	1x1 Client Supplied Assets	07/01/2023	12/31/2023	CPM	USD	\$16.50	719,697	\$11,875.00
<b>Added Value   Mobile Medium Rectangle   ROS</b> US Geo	300x250	07/01/2023	12/31/2023	CPM	USD	NA	150,000	N/A
TOTAL								<b>\$90,000.00</b>



### **Visit FPW Creative Services Quote**

Following is an estimate to produce the ads and art/creative direction needed for the proposed media campaign for Visit FPW:

#### **\$40,000 retainer includes:**

- Suite of digital banner ads
- Print ad design
- Social Media Assets (branded content)
- Art direction for video edit
- Creative direction for radio spots

#### **\$20,000 to animate the logo illustration**



# Pricing & Registration

**New this year, Discover New England will be taking a new approach to the one-on-one appointments in order to enable for fuller appointments books. Suppliers will now stay sitting and buyers will be moving between appointments. As a result, suppliers wishing to participate in the appointment sessions will need purchase a *Supplier Table* with either one or two registrations included.**

## Supplier Table Single Registration

\$1,295 – Early bird rate booked by January 13

\$1,495 – Regular rate for 1 appointment taking delegate

## Supplier Table with Two Registrations

\$1,550 – Early bird rate booked by January 13

\$1,750 – Regular rate for 2 appointment taking delegates

*\*Either as two attendees from the same organization or as a booth share with a partnering organization – if separate organizations, both will receive name recognition in the supplier list and will have logo and image at the table.*

**Please Note:** When selecting this option, one company will register as the booth owner and will add the second company later in the process. Refer to the [Booth Sharer Guide](#).

## Domestic Receptive Buyer and OTA

\$395 – Early bird rate booked by January 13

\$495 – Regular rate, or free with sponsorship

*\*Hotel reservation not included, must be made separately.*





### 2 EVENTS, 1 VENUE | HUNTINGTON PLACE, DETROIT

#### DELEGATE PERSONAL INFORMATION

First Name		Last Name	
Title		Company	
Mailing Address			
City	State/Province	Zip/Postal Code	Country
Phone		Mobile	
Email			
Special Needs/Special Badge/Dietary Request (Diabetic, Kosher, No Gluten, No Nuts, No Shellfish, Vegetarian Only)			
<input type="checkbox"/> Please mark here if this is your first-time attending ABA's Marketplace/Busworld North America.			
<input type="checkbox"/> I am agreeing to the terms and conditions available at <a href="http://www.buses.org">www.buses.org</a> .			

## REGISTRATION FORM

Complete one form per delegate.

#### EXHIBITS

Motorcoach Product Associates should purchase exhibit space at Busworld North America, co-located with ABA's Marketplace. Visit [www.busworldnorthamerica.org](http://www.busworldnorthamerica.org) to secure your booth location.

Organizations who wish to have exhibit space on the Marketplace Networking Floor selling group travel and tour products will need to purchase a sponsorship at one of the following levels: Principal, Champion, Contributor. Delegate registrations are not included. Email [sponsorships@buses.org](mailto:sponsorships@buses.org).

Sponsorships with exhibit space start at \$3500.

ABA will host two shows in Detroit in 2023. **ABA's Marketplace** | The Group Tour & Travel Appointment Show and **Busworld North America** in partnership with Busworld | The Motorcoach, Equipment, Product and Services Expo. Though each show has been built to accomplish different business goals for different segments; the shows will share one registration system for your convenience. Visit the registration link at [www.buses.org/marketplace](http://www.buses.org/marketplace) for full descriptions, eligibility, and access.

	Registration Role	Prescheduled Appointments	Number Allowed per Company	Early-Bird Rate Until Sept. 14	Regular Rate Starts Sept. 15
MKPL BUYER REGISTRATION OPTIONS	<input type="checkbox"/> <b>Tour &amp; Travel Buyer Appointment-Taker Delegate</b> (Bus/Tour Oprs)	Yes	Unlimited Must meet Buyer qualifications on Terms & Conditions	\$0	\$0
	<input type="checkbox"/> <b>Tour &amp; Travel Buyer Rotation Delegate</b> (Bus/Tour Oprs)	No	One per Buyer Appt-Taker	\$0	\$0

MKPL SELLER REGISTRATION OPTIONS	<input type="checkbox"/> <b>Seller Appointment-Taker Delegate</b> Mark Your Segment <input type="checkbox"/> DMO <input type="checkbox"/> Hotelier <input type="checkbox"/> Attraction <input type="checkbox"/> Receptive Op. <input type="checkbox"/> Charter Op. <input type="checkbox"/> Associate <input type="checkbox"/> Allied Assn.	Yes	One per Company  (Additional Appt-Takers are earned based on MKPL 22 Buyer Requests)	ABA Member Rate \$1645 Non-member Rate \$1945	ABA Member Rate \$1795 Non-member Rate \$2095
	<input type="checkbox"/> <b>Seller Appointment-Sharing Delegate</b> Mark Your Segment <input type="checkbox"/> DMO <input type="checkbox"/> Hotelier <input type="checkbox"/> Attraction <input type="checkbox"/> Receptive Op. <input type="checkbox"/> Charter Op. <input type="checkbox"/> Associate <input type="checkbox"/> Allied Assn.	No	Unlimited	Member Rate \$1645 Non-member Rate \$1945	Member Rate \$1795 Non-member Rate \$2095

SPECIAL REGISTRATION OPTIONS	<input type="checkbox"/> <b>Allied Association Representative</b>	\$0
	<input type="checkbox"/> <b>Board Representative</b>	\$0
	<input type="checkbox"/> <b>Busworld Transportation Attendee</b>	\$0
	<input type="checkbox"/> <b>Busworld Supplier Attendee</b>	\$0
	<input type="checkbox"/> <b>Government Representative</b>	\$0
	<input type="checkbox"/> <b>Guest (No Member Company Employees)</b>	\$700 (No single event/day)
	<input type="checkbox"/> <b>Marketplace Associate Representative</b>	\$895
	<input type="checkbox"/> <b>Media Representative (Approved by ABA)</b>	\$0
	<input type="checkbox"/> <b>Speaker (Invited by ABA)</b>	\$0
	<input type="checkbox"/> <b>Sponsor Booth Representative/Entertainer (Current Contracted Marketplace Sponsors at Contributor Level or Higher)</b>	<input type="checkbox"/> \$350 per Day <input type="checkbox"/> \$895 per Week (limit 1) <input type="checkbox"/> \$0 Meal Sponsor Day of Meal
<input type="checkbox"/> <b>VIP Representative (Invited by ABA)</b>	\$0	

#### OPTIONAL ACTIVITIES

Visit [www.buses.org/marketplace](http://www.buses.org/marketplace) or [www.busworldnorthamerica.org](http://www.busworldnorthamerica.org) for up-to-date schedule of meetings & activities.

<input type="checkbox"/> <b>ABA Board of Directors Executive Meeting (By Invitation)</b>	\$0
<input type="checkbox"/> <b>ABA Board Dinner (By Invitation)</b>	\$0
<input type="checkbox"/> <b>ABAF Afterglow</b>	\$50
<input type="checkbox"/> <b>African American Motorcoach Council Meeting</b>	\$0
<input type="checkbox"/> <b>Bus Industry Safety Council Meeting</b>	\$0
<input type="checkbox"/> <b>Bus Maintenance &amp; Repair Council Meeting</b>	\$0
<input type="checkbox"/> <b>Bus Maintenance &amp; Repair Council Off-site Visits</b>	\$0
<input type="checkbox"/> <b>Diversity, Equity &amp; Inclusion Committee Meeting</b>	\$0
<input type="checkbox"/> <b>Hispanic Motorcoach Council Meeting</b>	\$0
<input type="checkbox"/> <b>National Bus Traffic Association (NBTA Members Only)</b>	\$0
<input type="checkbox"/> <b>School Bus Council Meeting</b>	\$0
<input type="checkbox"/> <b>Women in Buses Council Day</b>	\$0

#### PAYMENT

<b>Registration Fee (US Dollars)</b>	\$
<b>Optional Activities Fee</b>	\$
<b>Exhibit Fee</b>	\$
<b>TOTAL FEE (US Dollars)</b>	\$
<input type="checkbox"/> Credit Card (Visa, MC, AMEX) <input type="checkbox"/> Invoice <input type="checkbox"/> Check <input type="checkbox"/> No Payment Required	
Card Number	
Expiration Date	
Name on Card	

#### SUBMISSION

**Email:** [meetingsdept@buses.org](mailto:meetingsdept@buses.org)  
**Fax:** 202-842-0850  
**Mail:** ABA's Marketplace  
 111 K St. NE, 9th Fl. | Washington, DC 20002  
**Phone:** 202-842-1645



## **Marketing Opportunities through the Greater Boston Concierge Association**

The following are opportunities available for non-affiliate members of the Greater Boston Concierge Association (GBCA). Please let the appropriate person know what opportunity you would like to further discuss.

1. GBCA Tradeshow (April/May) – The GBCA tradeshow takes place every year around the months of April or May. The tradeshow runs from 5pm – 8pm and consists of many vendors that cater to the Concierge/Hospitality industry. Vendors include: restaurants, tours, services, transportation and other Greater Boston businesses looking to get in front of Greater Boston concierges, front desk and other front line hotel personnel. Cost of the tradeshow is \$250 per table.
2. Newsletter Mention - For \$100, any non-affiliate approved business may mention their services to the entire GBCA membership including over 200 local concierge and 75 affiliate members. You may place an article in the membership newsletter of no more than 500 words to explain a special event that you are putting on, your company and what you can offer to the GBCA members by working with you, or any other pertinent information you wish to include on your business.
3. GBCA website – In addition to the newsletter mention, you may pay \$100 per month to be listed on the GBCA website. A fantastic tool for all GBCA members when researching, the GBCA website is the one-stop shop for looking up members in the community that support the GBCA with their services. All affiliate members are listed on the site and we would add you to this exclusive list for a month at a time with your \$100 per month investment.
4. Host a Monthly Meeting – Would you like to host the next GBCA monthly meeting? This is a fantastic way to get in front of the entire membership. This is a perfect option if you would like to showcase your venue with food and beverages for a group from anywhere between 40 and 100 guests. A mixture of concierge and affiliate members will be present at the meeting and the only cost associated is the cost of your space and food & beverage costs to host the group. Monthly meetings must be approved by the GBCA Board. Specific needs are required for each monthly meeting. Unfortunately not all venues are a perfect fit for monthly meetings and can be discussed if you show interest in hosting.

5. Host a GBCA event of your own - Contact the GBCA to have your event on our calendar. Invite all concierge members or all concierge and affiliates and we will be happy to assist with sending your invite via e-mail or you may purchase our membership list excluding e-mails for \$100.

6. Host a GBCA Board of Directors meeting - Provide meeting space and a reception for the eight members of the GBCA board.

For additional questions on the GBCA and how to get involved, please contact us directly through the contact portion of the website or at [gbc@hotmail.com](mailto:gbc@hotmail.com).