



DogTrekker.com – Mendocino County Tourism Commission

Through the DogTrekker.com/VMC 5-year partnership, DogTrekker.com has become the go-to source for nearly a million California dog-owners and Mendocino County has become the go-to destination for DogTrekker.com's award-winning site, newsletter, blog and now mobile app readers and users. Please review the associated 5th Anniversary Recap for amazing success story and the 2015 – 2016 Barketing Update for assets delivered.

We would like to continue to be your K-9 Concierge for the 2016-2017 year:

- Renewal cost for the 2016 - 2017 year: **\$6,250** net, all-inclusive (includes app)
- Content integration renewal 2016 - 2017: **\$1,800**
- Event promotion throughout the year: \$2,400 **waived** (last paid in 2014 - 2015)

Additional benefits of the partnership:

- The media value of the package is valued at over \$20,000/ year
- This campaign delivers very long tail exposure for the county, the most by any marketing/promotional medium
- DogTrekker.com promotes Mendocino County wines at fundraising events throughout the Bay Area each year, pouring and auctions
- Our click-through rates on our digital ads for partners and to the VMC site are at industry highs
- While dog travel is a largest enough 'niche' to be considered a major destination driver on its own, it is also a subset of outdoor, adventure, culinary, LGBT and other travel initiatives. We have been side-by-side with VMC at the Pet Pride event and other events that target this community
- Mendocino County targets millennials. Research shows that millennials and Gen-Xers make up a large percentage of dog owners and DogTrekker.com's mobile app reaches this group
- Over 100,000 DogTrekker mobile app brochures have been distributed through all California Welcome Centers and three dozen partner visitor centers promoting the app, the North Coast and Mendocino County
- DogTrekker.com editors regularly appear on radio travel shows promoting our partners and Mendocino County has been at the top for 5 years
- DogTrekker.com is now entering into content distribution agreements with several media outlets (radio, TV and print) to push our engaging content we have created for partners such as Mendocino County across the state
- Best of all – this entire campaign turn-key, with no Mendocino County staff time commitments

DogTrekker.com is LOCAL 🐾 ACCURATE 🐾 ENGAGING 🐾 COMMITTED

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