

# MISSISSIPPI RIVER PARKWAY COMMISSION PARTNERSHIP OPPORTUNITIES



### 1. SAMPLE WEBSITE SPONSORSHIP

### 2. SAMPLE NEWSLETTER SPONSORSHIP

### What makes the Great River Road an All-American Road?

The Great River Road was named an All-American Road in 2021, which means it's considered one of the country's very best National Scenic Byways. Here's a look at some of the historical sites and other attractions that make the Great River Road so great.

[Learn More](#)

### 3. SAMPLE SOCIAL MEDIA SPONSORSHIP

### Featured Events

- Event name - City, State - 11/22
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Follow us on Instagram @greatriverroad

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## MEMBERSHIPS

### Friend Membership – Individual

- \$100 annual and \$500 lifetime
- \$100 annual receives cling “Friend of GRR”
- \$500 lifetime receives reusable tote “Friend of GRR”

Goal: 100 annual at \$10,000 and 4 lifetime at \$2000

## SPONSORSHIPS

### 1. WEBSITE

2 display advertiser options on homepage plus 5 event listings \$2500 / \$1500/ \$250 per month (month/ quarter/ annual offerings)

Advertiser provides artwork or pays P+B design fee \$250

### 2. NEWSLETTERS

3 display advertiser options \$750 per month plus event listings \$200 AND stand-alone newsletter \$2500 (monthly offerings)

Advertiser provides artwork or pays P+B design fee \$250

### 3. SOCIAL MEDIA

facebook \$750 or Instagram \$400 sponsored posts or both for \$1000 (weekly offerings)

Sponsored posts included in content calendar n/c

## PACKAGES

Discount percentage based on quantity of buys (type and/or frequency)

- 5% – 3-5 ad buys
- 10% – 6-9 ad buys
- 15% – 10 or more ad buys

### Package Eagle

- ONE month – \$4250 – 5% = \$4,037.50
- TWO months – \$8500 – 10% = \$7,650
- THREE months – \$12,750 – 15% = \$10,837.50
  - Website homepage ad (\$2500)
  - Enews display ad (\$750)
  - Both social media (Facebook and Instagram) sponsored posts (\$1000)

Goal: \$20,000 in combination of advertising