

VisitErie Partnership Program

VisitErie is proud to champion Erie County as a remarkable place for a getaway - and we do so by featuring only partner businesses. VisitErie's marketing efforts aim to inspire travel through broad campaigns and trip planning resources that exclusively highlight VisitErie partner businesses, including on VisitErie.com, the Official Erie Visitor Guide, on VisitErie's social channels, and even in media, influencer partnerships, and special promotions. Becoming a VisitErie partner puts your business front-and-center in the stories, itineraries, and experiences that influence travelers to choose Erie.

Business Level \$300

Listing in the Erie Visitor Guide

Includes name, telephone number, website, and icons to indicate, if applicable, pet friendly, EV station, and handicap accessibility.

Advertising Opportunities in the Erie Visitor Guide

Only VisitErie partners are eligible to advertise in the guide. Ad sales begin in July.

Listing on VisitErie.com

Includes logo or picture, up to 250-word description, social media links, address, website, phone number, and icons to indicate, if applicable, pet friendly, EV station, and handicap accessibility.

Rokkboxx Digital Display

New partners receive a static ad for one month at the Erie Visitor Center located inside the Tom Ridge Environmental Center. Existing partners receive an ad for two weeks annually.

Brochure Distribution

Your brochures will be distributed to the following locations: Erie Visitor Center located inside Tom Ridge Environmental Center, information display inside the Intermodal Center and two PA Interstate Rest Stops (I-79N Edinboro & I-90E Springfield) from May-Sept.

PA Welcome Centers

VisitErie will supply a contact list of PA Welcome Centers for you to provide brochures on your own.

Marketing Matching Funds

Ability to apply for Matching Funds program (Marketing and Events).

Unlimited Event Listings

Add your tourism-related events to VisitErie.com.

Referrals

Staff from the visitor center and rest stops will recommend partners information to visitors first.

Representation at Trade and Travel Shows

The Erie Visitor Guide is distributed at VisitErie-attended shows and events.

Representation at Conference/Conventions Hosted in Erie

Attendees are given local information on shopping, attractions, dining, nightlife, festivals, and more.

VisitPA.com & PARoute6.com

VisitErie will submit your business details to be listed on both websites.

Monthly Partner E-Newsletter

Each month you'll receive the latest updates & information from VisitErie to share with your staff. New partners will be listed linking their website and description. Existing partners can submit information to be included, based on availability. (380 Recipients)

VisitErie Extranet Access

(Hotel & Meeting Space Partners Only)

Password protected access to track and manage leads produced by VisitErie and Erie Sports Commission.

Erie Restaurant Week

Eligible to participate in the annual 10-day event promoting restaurants (scheduled for the end of January).



VisitErie Partnership Program

Corporate Level \$1,000

All Business Partnership Benefits Plus:

Partner Spotlight Ad

Inclusion of photo, description and link on all secondary VisitErie.com pages. Ads can be changed out on a quarterly basis and clicks will be reported monthly.

Inclusion in Monthly Partner E-Newsletter

Partners can submit new or upcoming content to be shared on a monthly basis.

VisitErie Blog

Opportunity to submit a blog article once per year, based on VisitErie approval and availability.

Rokkboxx TV

Receive ad space for one month per quarter on the TV monitor at the Erie Visitor Center located inside the Tom Ridge Environmental Center.

Inclusion in Monthly Visitor Eblast

Partners can submit seasonally relevant information/promotions that would be of interest to visitors, based on availability. (29,240 recipients)

Executive Level \$5,000

All Business and Corporate Partnership Benefits Plus:

Logo included on Advertising

Inclusion of logo in VisitErie and Erie Sports Commission print advertising (when available, based on space limitations).

Inclusion in Monthly Visitor Eblast

Inclusion of logo with website link.

Inclusion in Monthly Partner E-Newsletter

Partners can submit two messages quarterly and inclusion of logo with website link each month.

Banner Ad

Inclusion of photo, description and link on all secondary VisitErie.com pages. Ads can be changed out on a quarterly basis and clicks will be reported monthly.

Social Media Takeover

Collaborate with VisitErie on a social media post(s) to feature your business to visitors, based on approval by VisitErie.

Rokkboxx TV

Receive ad space for one year on the TV at the Erie Visitor Center located inside the Tom Ridge Environmental Center (can be changed monthly).

Trade Shows

Exclusive promotional opportunities at consumer trade shows, when applicable.