

HOST OUR COAST

COOLEST JOB ON THE COAST

The award-winning Host Our Coast™ is a creative approach to electronic marketing involving an online contest and the use of interactive social media. In 2009 and 2010, the Host Our Coast contest sought a travel journalist with an adventurous spirit, a passion for exploring, and excellent on- and off-camera communication skills.

Over the past two years, more than 100 applicants have competed to become a seasonal travel journalist for Delmarva Low-Impact Tourism Experiences (DLITE), and to win up to \$15,000 and live for free in some of the best beach towns in the USA.

The 2010 contest winners, Errol Webber and Erik Yount, spent the summer exploring Delmarva parks, small towns, museums, and heritage sites. Each day, they posted amazing stories and images of their travels on YouTube, Facebook, Flickr, Twitter, and the Host Our Coast blog. All of this rich travel content was hosted on the interactive website, www.hostourcoast.com.

Starting in May 2010, DLITE provided Errol and Erik with a schedule of events, people, and places to visit on the Eastern Shore of Maryland and the State of Delaware. Trips included kayaking, cycling, hiking, wildlife watching, beachcombing, and fishing – if it involved water and sun and fun – it involved Errol and Erik!

Host Our Coast has more than 6,000 unique website visitors, 3,000 regular online followers and 1,200 Facebook fans. Articles written about Host Our Coast are valued at more than \$100,000. In 2009, Host Our Coast was awarded the prestigious “Visit Maryland Award” by Governor Martin O’Malley and the Maryland State Office of Tourism, and the “Professional Impact Award” from the Maryland Tourism Council.

By all accounts, Host Our Coast has been an innovative success. Your participation will make the 2011 Host Our Coast even bigger and better while increasing exposure to your business. Don’t miss the ride!

Host Our Coast Sponsorship Opportunities

_____ \$10,000

Permanent link to business (with logo or branding ad) on website homepage and sponsor page throughout contest and summer season
Business name on Host Our Coast promotional cards (5,000)
Guaranteed coverage by Host for your business
Business logo on large Host Our Coast car magnet (to be displayed on Host car throughout summer season)
Business name featured on full screen in credits of all Host Our Coast YouTube videos (min. 20 videos)

_____ \$5,000

Permanent link to business (with logo or branding ad) on website homepage and sponsor page throughout contest and summer season
Business name on Host Our Coast promotional cards (5,000)
Guaranteed coverage by Host for your business
Business name featured on shared screen in credits of all Host Our Coast YouTube videos (min. 20 videos)

_____ \$2,500

Link to business (with logo or branding ad) on website sponsor page throughout contest and summer season
Business name (large) featured on shared screen in credits of all Host Our Coast YouTube videos (min. 20 videos)

_____ \$1,000

Link to business (with logo or branding ad) on website sponsor page throughout contest and summer season
Business name (small) featured on shared screen in credits of all Host Our Coast YouTube videos (min. 20 videos)

_____ \$500

Link to business (with logo or branding ad) on website sponsor page throughout contest and summer season

_____ \$100

Link to business (name) on website sponsor page throughout contest and summer season

Sponsor deadline is May 1, 2011. Sponsors are encouraged to submit applications as soon as possible to gain full exposure for the duration of the Host Our Coast contest and promotion (through August 2011).

YES! I would like to sponsor the 2011 Host Our Coast. I have checked the appropriate category, and my check is enclosed for

_____.

LOGOS:

If you are sponsoring Host Our Coast at the \$500 level or higher, please have a logo or branding ad formatted in .jpg, .gif, or .tif emailed to dlitedirector@comcast.net.

Please fill out and return with check made payable to: DLITE, PO Box 669, Salisbury, MD 21803, attn: Host Our Coast.

Company Name (as you would like it to appear in marketing materials):

Contact Person and Title:

Mailing Address:

Email:

Telephone:

Business Website:

Signature: _____ Date: _____