

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 new and innovative interactive media. The inaugural Host Our Coast, conducted from April through August 2009, sought a travel journalist with an adventurous spirit, a passion for exploring, and excellent on- and off-camera communication skills.

74 applicants from around the U.S. competed to become a seasonal travel journalist for Delmarva Low-Impact Tourism Experiences (DLITE), and to win \$10,000 and a free condominium for the summer in Ocean City, Maryland.

The 2009 contest winners, Paul Cox and Melanie McLean, 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 June 2009, DLITE provided Paul and Melanie with a schedule of events, people, and places to visit on the Eastern Shores of Maryland and Virginia and Southern Delaware. Trips included kayaking, cycling, hiking, wildlife watching, beachcombing, and fishing – if it involved water and sun and fun – it involved Paul and Melanie!

By the end of August 2009, Host Our Coast had more than 6,000 unique visitors, 3,000 regular online followers and 600 Facebook fans. Articles written about Host Our Coast were valued at more than \$50,000. In November 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, the inaugural Host Our Coast was an innovative success. Your participation will make the 2010 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 logo (large) on promotional Host Our Coast t-shirts (1,000 to be distributed for free by Host)
Business name on Host Our Coast promotional business cards (5,000)
Full-page ad (ad artwork provided by sponsor) in Host Our Coast Winner Announcement Party program (500)
10 tickets to Host Our Coast Winner Announcement Party
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 logo featured on full screen in credits of all Host Our Coast YouTube videos (min. 20 videos)
Cooperative advertising in regional and local print media

_____ \$5,000

Permanent link to business (with logo or branding ad) on website homepage and sponsor page throughout contest and summer season
Business logo (medium) on promotional Host Our Coast t-shirts (1,000 to be distributed for free by Host)
Business name on Host Our Coast promotional business cards (5,000)
Full-page ad (ad artwork provided by sponsor) in Host Our Coast Winner Announcement Party program (500)
10 tickets to Host Our Coast Winner Announcement Party
Guaranteed coverage by Host for your business
Business logo 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 logo (small) on promotional Host Our Coast t-shirts (1,000 to be distributed for free by Host)
Business name on Host Our Coast promotional business cards (5,000)
Business name (large) featured on shared screen in credits of all Host Our Coast YouTube videos (min. 20 videos)
½ page ad (ad artwork provided by sponsor) in Host Our Coast Winner Announcement Party program (500)
5 tickets to Host Our Coast Winner Announcement Party

_____ \$1,000

Link to business (with logo or branding ad) on website sponsor page throughout contest and summer season
Business name on promotional Host Our Coast t-shirts (1,000 to be distributed for free by Host)
Business name (small) featured on shared screen in credits of all Host Our Coast YouTube videos (min. 20 videos)
½ page ad (ad artwork provided by sponsor) in Host Our Coast Winner Announcement Party program (500)
5 tickets to Host Our Coast Winner Announcement Party

_____ \$500

Link to business (with logo or branding ad) on website sponsor page throughout contest and summer season
¼ page ad (ad artwork provided by sponsor) in Host Our Coast Winner Announcement Party program (500)
2 tickets to Host Our Coast Winner Announcement Party

_____ \$100

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

Please note: All businesses will be grouped at www.hostourcoast.com under the following categories: Where To Stay, Where To Eat, Where To Play, Where to Shop, and Where To Care.

Sponsor deadline is May 1, 2010. 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 31, 2010).

YES! I would like to sponsor the 2010 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: _____