



# 2018 Marketing Programs

- **Website Advertising** [www.homer.alaska.org](http://www.homer.alaska.org)
- **Expanded Business Directory Listing**
- **Destination Co-Op Marketing**
- **Rack Card Brochure Bundle**
- **Gold Member Services**
- **Homer Harbor Webcam Display Ad** [www.homerwebcams.com](http://www.homerwebcams.com)
- **Americascuisine Co-Op Advertising**
- **Jackpot Halibut Derby Marketing**
- **Inquiry List**
- **Availability Service**

## Website Advertising

- Display Ads 300x250 pixels
  - Feature your business with a banner ad on [homer.alaska.org](http://homer.alaska.org)
- Platinum, Gold & Silver Tiers
  - Ad locations to suit every business. Price points for all budgets.
- Provide your own camera-ready artwork or the Chamber can customize your design for \$99
- [homer.alaska.org](http://homer.alaska.org) averages 15,000 unique sessions per month
- Optimized for desktop & mobile viewing
- SEO optimized
- On demand analytics provided through your member portal



## Expanded Business Directory Listing

- Push your listing to the top of the category page on [homer.alaska.org](http://homer.alaska.org)
- Add a logo, picture, or YouTube video
- Up to 50-word narrative
- Customized background color

---

# Destination Co-op Marketing

This year the Homer Chamber of Commerce & Visitor Center will be on the road representing Homer at the **Great Alaska Sportsman Show** and the **Anchorage Wedding Fair**.



Billed as the “Premier hunting, fishing, outdoor and camping sports show” Homer gets the chance to shake hands with individuals who want to know where, when, and how to catch halibut and salmon in the Halibut Capitol of the World. The Chamber has diversified Homer’s message over the last 5 years showcasing Homer’s adventure and eco-tourism as well as fishing. Consider sponsoring the Homer booth at \$75, this includes space for a rack card display and the opportunity to display photos and information on the large TV screen.



Did you know that the wedding professionals in Homer bring between 200-1000 visitors up to 2 times a week in the Summer, including the “shoulder season”? Some of these weddings are destination from outside Alaska but a majority of brides are from Anchorage/Mat-Su and Fairbanks that want the exclusivity of a destination wedding with the ease of celebrating in Alaska. The Anchorage Wedding Expo is held Sunday, January 21<sup>st</sup>, the Chamber will be partnering with the professionals working in the wedding industry to showcase Homer’s natural beauty. These 200-1000 wedding guests need a place to sleep and exciting things to do while visiting Homer. You can sponsor the booth for \$75, like the Sportsman’s show, this will include space for a rack card and the opportunity to display photos and information on the large screen TV.

- **Great Alaska Sportsman Show**
  - April 5-8, 2018 Anchorage, AK
  - 100 Rack Card Brochures Displayed and Distributed at the show
  - Photo display on large TV
  
- **Anchorage Wedding Fair**
  - January 21st, 2018 Anchorage, AK
  - 100 Rack Card Brochures Displayed and Distributed at the show
  - Photo display on large TV

---

## Rack Card Brochure Bundle

- Let us do the hard work for you
- We will request, monitor, and distribute your rack-cards for you at all available locations including:
  - Homer Visitors Center
  - Baycrest Kiosk
  - Homer Airport
  - Homer Jackpot Halibut Derby Headquarters (Homer Spit)

# Gold Member Services

- Your logo at the bottom of every page on homeralaska.org
- Link to your website in your business directory listing
- Logo placed on our Gold Member Banner which is displayed in the Visitor Center and taken to all Chamber sponsored events
- Recognition at all Chamber Mixers and Chamber Luncheons



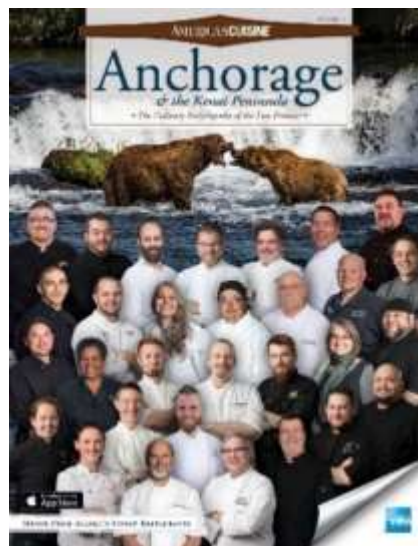
# Homer Harbor Webcam Display Ad

- Place a display ad on homerwebcams.com
- 300x250 pixels
- Saw ~30,000 sessions during 2017 Homer Winter King Salmon Tournament
- Exclusive: Only 6 spots available



# Americascuisine Co-op Advertising

- Homer is a foodie destination, advertise to this niche market
- Ad placed in AmericasCuisine 2018 print edition
- 2 3/8" x 3 5/16" Full Color CMYK
- Placed in all lodging businesses from ANC to tip of the Kenai Peninsula
- 16,000 copies annually
- Nationally recognized publication





# Jackpot Halibut Derby sponsorship opportunities

- Sponsor a fish in the 2018 Homer Jackpot Halibut Derby
- Business listing on the Halibut Derby Poster distributed to all ticket vendors and displayed in Homer businesses
- Business listing in 2018 Halibut Derby Brochure
- If a tagged fish is caught, you will be included in the update on homeralaska.org, Facebook and our member newsletter
- Rack card displayed at Jackpot Halibut Derby Headquarters (Homer Spit) for tagged fish sponsored at the \$500 level and above



22nd Annual  
2017 Homer Jackpot  
**HALIBUT DERBY**  
May 15 - Sept. 15  
Daily Tickets \$10

Over \$90,000 in CASH prizes

**Jackpot Prize**  
For largest halibut of season  
2016 Winner Austin Nelson  
North Pole, Alaska  
**\$15,419<sup>50</sup>**  
Total Winnings

**\$10,000**  
Tagged Fish!

**\$50,000**  
Tagged Fish!

**Kids Prizes**  
Catch a Lefty prizes  
Released Fish Prize Drawing

**Tagged Fish Prizes**  
Over 100 fish worth:  
\$1,000 • \$500 • \$250  
Prior Year Tag Prizes  
and more!

#### \$500 Tagged Fish sponsors

Alaska Adventure Cabins  
Homer Spit Campground  
Homer Ocean Charters  
Adventure Alaska Car Rentals  
Homer Bed & Breakfast  
Association  
Sportsman's Supply & Rental  
Cosmic Kitchen  
Best Western Bidarka Inn  
Deep Strike Sportfishing  
Captain Patties Fish House  
Homer Real Estate Associates  
Homer Cabins & Halibut Charters  
AmericasCuisine  
Sportsman's Warehouse  
The Sport Shed  
Smokey Bay Air  
The Spyglass Inn  
Beluga Air  
Kiana Lodging

#### Catch a Lefty Sponsor

Timber Bay B&B

#### \$1,000 Tagged Fish sponsors

Fish Connection  
The Grog Shop  
Pioneer Car Rental  
Homer Fish Processing  
Inlet Charters Across Alaska  
Adventures  
Collins Excavation and Services  
Best Western Bidarka Inn  
Best Western Otter Room  
North Country Charters  
Rainbow Tours  
Captain Greg's Charters  
Land's End Resort  
Ulmer's Drug & Hardware  
Eagle Enterprises  
First National Bank Alaska  
Rick Rosenbloom & Patrice Krant  
Print Works

#### Large Released Fish Sponsors

Milli Martin  
Kachemak Auto Parts/NAPA  
Alaska USA Federal Credit Union

#### Kids Tagged Fish sponsors

Alaska Adventure Cabins  
Alaska USA Federal Credit Union  
Best Western Otter Room  
Best Western Bidarka Inn  
Crane's Rest B&B  
The Grog Shop  
Homer Real Estate Associates  
The Saltry Restaurant  
Northern Enterprises Boat Yard

#### \$250 Tagged Fish Sponsors

Homer Ocean Charters  
AJ's Old Town Steakhouse  
& Tavern  
Cranes Rest B&B  
Driftwood Inn  
Driftwood Charters  
Best Western Bidarka Inn  
Edward Jones & Co.  
Alaska Luxury Adventures  
Sea Lion Fine Arts Gallery  
Triquetra Massage  
Meg Design Alaska

[www.homerhalibutderby.com](http://www.homerhalibutderby.com)  
907-399-7477 • 907-235-7740



Ticket Sponsors



## Inquiry List

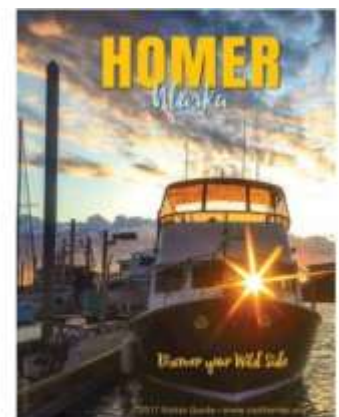
- A compilation of emails & addresses from website visitors looking at specific areas of interest. List is emailed weekly to inquiry list subscribers

PLEASE SEND ME:

2017 Visitor Guide

SELECT CATEGORIES BELOW FOR ADDITIONAL INFORMATION FROM OUR MEMBERS:

- Accommodations
- Fishing
- Bear Viewing
- Wedding Planning
- Health & Wellness
- Kayaking & Paddle-boarding
- RV Parks & Campgrounds
- Hunting
- Volcano & Glacier Viewing
- Tours & Sightseeing
- Dining
- Birding



Download Relocation Packet



# Availability Service

- A real-time data tracking service on homer.alaska.org that shows the current availability of your business services for 14 days at a time; year-round.
- 4 categories to choose from:
  - Lodging & Accommodations
  - Adventures & Tours
  - Sportfishing Options
  - Local Transportation



# Pricing

<b>Website Advertising</b>	Pricing varies based on page. 6-months or 1-year duration. Starting at \$136/6months. Limited non-profit rates available.
<b>Expanded Business Directory Listing</b>	\$100/year
<b>Destination Co-Op Marketing</b>	\$75/show
<b>Rack Card Brochure Bundle</b>	\$225/year
<b>Gold Member Services</b>	\$803/year
<b>Homer Harbor Webcam Display Ad</b>	\$1000/year
<b>Americascuisine Co-Op Advertising</b>	\$500/year
<b>Jackpot Halibut Derby Marketing</b>	Starts at \$50
<b>Inquiry List</b>	\$120/year
<b>Availability Service</b>	\$70/year

# 2018 Homer Jackpot Halibut Derby Fish Sponsorship

## TAGGED FISH OPTIONS

- \_\_\_\_\_ Tagged Fish worth \$50,000 (Usually Sponsored by GCI)
- \_\_\_\_\_ Tagged Fish worth a Truck or Vehicle
- \_\_\_\_\_ Tagged Fish worth \$5000 (Cost \$1000)
- \_\_\_\_\_ Tagged Fish worth \$1000 (Cost \$250)
- \_\_\_\_\_ Tagged Fish worth \$750 (Cost \$200)
- \_\_\_\_\_ Tagged Fish worth \$500 (Cost \$125)
- \_\_\_\_\_ Tagged Fish worth \$250 (Cost \$75)

## RELEASED FISH - End of Summer Drawing for \$1000

Any amount \$ \_\_\_\_\_ (\$50 min)

## CATCH-A-LEFTY - \$100 to anyone who catches a Lefty

Any amount \$ \_\_\_\_\_ (\$50 min)

## KIDS PRIZES - 5 Kids prizes for ages 12 and under

Any amount \$ \_\_\_\_\_ (\$50 min)

\*\*\*\*\*ADDITIONAL\*\*\*\*\*

We would like to increase the number of tagged fish to support and conserve the number of big halibut being pulled out of the water.

## Sponsorship Contract Details

1. Sponsor shall pay the initial cost of their pledge
2. Sponsor shall have the right to advertise itself as a sponsor of the Homer Jackpot Halibut Derby
3. The Homer Chamber of Commerce agrees to include the sponsor in advertising, including Printed Posters, brochures, on the HCOC website, & JHD Facebook page.

---

Sponsor's Business Name

---

Business Phone and Website Address

---

Authorized Signature

*Businesses who sponsor a tagged fish of \$500 or more will get priority on tagging cruises and for all other sponsored amounts, every attempt will be made to get everyone on a tagging cruise.*

**Thank you for your continued support to the Homer Jackpot Halibut Derby!!  
Our Derby wouldn't be what it is today without you!!!**

