

INDIANA

# South Shore

## Along Lake Michigan



### South Shore CVA Announces Direct Marketing E-mail Program

The new state of the art South Shore CVA online housing system has helped take marketing and advertising to another level.

Our cutting edge technology allows you to directly market to over 60,000 visitors to Indiana's South Shore in 2009. Each of these visitors has the opportunity to shop in your stores, eat in your restaurants, or visit your attraction. A list of coupons for select partners will be emailed directly to the visitors, who booked hotel rooms through the South Shore CVA housing system approximately one week before the start date of each event.

E-MAIL



#### WE ARE PROUD TO HOST...

ALONG WITH



Midwest Regional League Playoffs

June 14 & 15, 2008

Hallmark Convention & Sports Complex

2105 East 181st Ave. Hebron, IN 46341

(see map below)

#### PRINT THESE COUPONS



Free Appetizer: Choose from - onion rings, fried pickles, or mozzarella sticks (limit one coupon per 5 people)

771 E. 81st Pl. Merrillville, IN 46410 219-704-9464

1 Free Kids Meal with purchase of 1 adult entree

1650 US Hwy 41 Schererville, IN 46375 219-322-2024

(Dine in only. Valid only at Hooters of Merrillville and Schererville. Expires 6/15/08.)



One Free Dessert Shooter with Purchase of One Adult Entree.

8425 Broadway Merrillville, IN 46410 Phone: 219-736-1811

(Two Coupons per Table Max. Dine-in ONLY. Not valid with any other offer, discount, or gift card. Expires 6/15/08.)



\$5 off of a final bill of \$20 or more.

2385 Southlake Mall Merrillville, IN 46410 Phone: 219-736-4888

(Not valid with other offers or carry out. Valid Friday June 13, 2008 through Sunday June 15, 2008.)

Our new partnership program can offer you the following:

- Direct access to **more than 60,000** visitors via email BEFORE they come into the area
- The ability to **track your ROI** to the penny
- An average email open ratio of **more than 60%**
- The opportunity to be involved in more than 23 of the **biggest events in Northwest Indiana** in 2009
- A **year end report** detailing open ratio, number of visitors reached, click through statistics and much more

Take this opportunity to put your message in front of over 60,000 consumers coming to Indiana's South Shore in 2009.

For more information please contact:

Sales Department  
South Shore Convention & Visitors Authority  
219-989-7770 800-ALL-LAKE  
www.southshorecva.com



# One-Time Offer! Both Packages for \$500 TOTAL!

## 2009 REGIONAL EVENTS

~~\$500~~

Best of the Midwest Fall Boys Sept. 12-13, 2009	4,500+ visitors
Midwest Regional League Sept. 18-20, 2009	3,000+ visitors
Best of the Midwest Fall Girls Sept. 26-27, 2009	4,500+ visitors
Salvation Army June 12-14, 2009	3,000 visitors
Model A Ford Restorers Club June 21-26, 2009	1,500 visitors
NAFA Fourth Tournament July 2-5, 2009	1,300 visitors
AAU Regional Track & Field Championships July 5-9, 2009	4,200 visitors
Great Lake Shiners Sept. 16-20, 2009	2,000 visitors

**24,000+ TOTAL VISITORS**

**SOUTH SHORE SPORTS PROMOTIONS**  
THE SOUTH SHORE SPORTS EXTRAORDINARY EVENTS!  
A Division of the Lake County Convention & Visitors Bureau

**WE ARE PROUD TO HOST...**  
ALONG WITH  
**MRL**  
MIDWEST REGIONAL LEAGUE  
Midwest Regional League Playoffs  
June 14 & 15, 2008  
Hallmark Convention & Sports Center  
2200 E. 10th St.  
Merrillville, IN 46402  
(773) 222-1111  
(Click on the link below)

**WHILE YOU'RE HERE**  
ENTERS  
**South Shore**  
Along Lake Michigan

**PRINT THESE COUPONS**

**HUSHERS**  
Free Appetizer: Cheese Fries + onion rings, bread pudding, or macaroni & cheese (Must use coupon per 8 people)  
171 E. 85th St.  
Merrillville, IN 46402  
222-784-8888  
Valid on any 25 entrees in IN 46402  
222-822-2100

**2 Free Kids Meals with purchase of 1 adult entree**  
(Kids only, valid only at locations of Merrilville and Indianapolis. Expires 6/15/08)

**2008 Restaurant Week**  
Merrilville, IN 46402  
Phone: 222-739-0822  
Must consume per Table Max. \$200.00. Not valid with any other offer, discount, or gift card. Expires 6/15/08.

**UNO CHICAGO GRILL**  
\$5 off of a final bill of \$20 or more.  
2202 Southshore Blvd.  
Merrilville, IN 46402  
Phone: 222-734-8888  
Must dine with valid offer of party only. Expires 6/15/08. Sunday thru 10/31/08.

## NSA SPONSORSHIP OPPORTUNITY

~~\$500~~



The NSA Girls Fast Pitch 'B' World Series, which brought more than 10,000 visitors to the area in 2007 for an estimated economic impact of more than \$1 million, is scheduled for July 19 – 24, 2009.

Softball facilities in Merrillville, Crown Point, Valparaiso, Portage, Michigan City and LaPorte will be utilized with teams staying in hotel properties across the region.

If you would like to be involved with the World Series, please contact Jason Sands, Director of Sports Development at 1-800-ALL-LAKE.

### Presenting Sponsorship

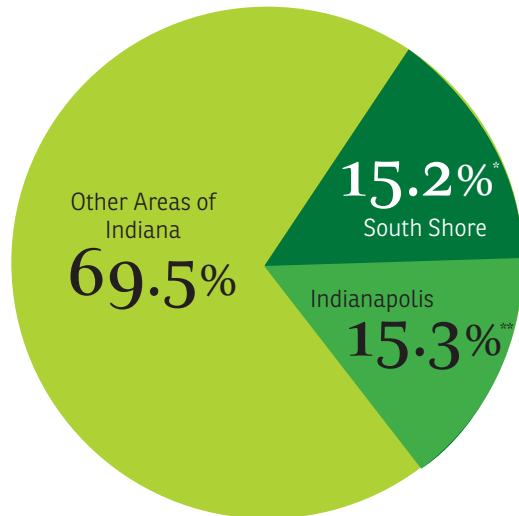
- Opportunity to place coupon in direct e-mail to all participants (approximately 7,000 visitors)
- Logo placement on 'Sponsor Recognition' banners posted at all tournament sites
- Recognized (Logo placement) as presenting sponsor in a minimum of eight (8) quarter page advertisements in local newspapers
- Promotional item / collateral in coaches bag (approximately 300)
- Four (4) tickets to VIP party

**10,000+ TOTAL VISITORS**



# PARTNERSHIP PROGRAM

## VISITOR SPENDING



IN INDIANA

The South Shore Convention & Visitors Authority partnership program supports your business and the region's hospitality industry by marketing northwest Indiana as a convention and visitor destination. As a partner, you can market your products and services to those groups and individuals who visit the South Shore. We encourage you to be active in the partnership program as we continue to develop marketing strategies to benefit your business or organization. We look forward to welcoming you as a valued partner!

\* South Shore total includes Lake, Porter and LaPorte Counties

\*\* Indianapolis total includes all of Marion County

2004 D.K. Shifflet and Associates Global Insight Economic Impact Study

## EDUCATION/ NETWORKING

Participate in annual programs such as the Group Tour Summit, Festival/Event Seminar, Annual Tourism Week Luncheon and many more! Network with other partners at Business After Hour events and keep updated on all SSCVA opportunities through our Quarterly Newsletter and exclusive partner e-mails.



## SOUTH SHORE TOURMOBILE

Be a part of our amazing mobile marketing tool. This custom car is equipt with video screens, internet access, brochure racks and sound system. Exposure at events such as Indiana State Fair, Gary South Shore Air Show, Pierogi Fest and many more. It's sure to draw a crowd!



## INDIANA WELCOME CENTER

Partners are able to distribute brochures at the Indiana Welcome Center in Hammond. The Indiana Welcome Center is open 7 days a week to visitors. The indoor video kiosk is a great resource for partners to promote discounts, events/festivals and more.



## BRAND NEW WEBSITE

The site has been completely redesigned and reflects the South Shore brand promoting hotels, restaurants and attractions from a tri-county region. Partners receive a listing and reciprocal web link. Partners can also update information at any time via member password at [www.southshorecva.com](http://www.southshorecva.com).



## ANNUAL VISITORS GUIDE

Distributed to all hotels/motels, at tradeshow/conventions, Indiana Welcome Centers including the Indiana Toll Road and to potential visitor and leads. More than 150,000 printed annually. The Visitor's Guide will also be available in digital format on the [southshorecva.com](http://southshorecva.com) website in 2009.



## MONTHLY E-NEWSLETTER

The South Shore CVA has a database of more than 100,000 names of visitors with various interests. An e-newsletter is sent out each month to a different list based on those visitors' interests.



### bike care & repair demo

Don't miss the Bike Care and Repair Demonstration presented by Bill Petree, owner of Sunny Sky's Bicycle Repairs held at the Indiana Welcome Center on Saturday, May 17th at 10am. Bring your own bike to the demo!

## SOUTH SHORE SPORTS

In 2009 sporting events in the South Shore will fill 20,000 hotel rooms bringing \$5.3 million in estimated economic impact to the area. More than 60,000 visitors are expected to attend the 2009 sporting events in the South Shore. Learn more at [www.southshoresports.org](http://www.southshoresports.org).



## CONVENTIONS & MEETINGS

More than 9,000 convention attendees booked by the SSCVA will gather in northwest Indiana in 2009. Groups like Salvation Army, Great Lakes Shrine Association, and the Model A Restorers Club will generate more than 6,500 room nights in local hotels and create an estimated economic impact of \$1.6 million+.



## TRADESHOWS/ CO-OP ADVERTISING

The CVA attends more than a dozen group tour, sports and meeting tradeshow each year. The CVA also promotes the South Shore in various leisure and trade publications, newspapers and on cable and radio. Tradeshow and co-op advertising opportunities are available to partners throughout the year.



# PARTNERSHIP PROGRAM

## PARTNERSHIP LEVELS

### Silver - \$300

Website Listing  
Visitor's Guide Listing with 40-word description  
Receive Partner News/Quarterly Newsletter  
Invitation to Various Networking Opportunities  
Participation in the R.O.S.E. Program

### Gold - \$550

Receive a Partner Log-In  
Receive Leads/Referrals  
Co-op Advertising Opportunities  
Mention in one Targeted E-blast  
Website Listing  
Visitor's Guide Listing  
Receive Partner News/Quarterly Newsletter  
Invitation to Various Networking Opportunities  
Participation in the R.O.S.E. Program

### Platinum - \$1050

Ad on Indiana Welcome Center Kiosk for 3 Months  
3 Month Rotating Banner on southshoresports.org  
or southshorecva.com for 3 months  
Mention in two targeted E-mails/E-newsletters  
Receive a Partner Log-In  
Receive Leads/Referrals  
Co-op Advertising Opportunities  
Website Listing  
Visitor's Guide Listing  
Receive Partner News/Quarterly Newsletter  
Invitation to Various Networking Opportunities  
Participation in the R.O.S.E. Program

**Michelle Pentecost**  
Director of Sales  
Hilton Garden Inn  
Chesterton, IN

"During the past 3 years your staff has been exceptional with keeping us up to date with upcoming events, leads and advertisement opportunities through every media outlet you offer. We have substantially increased our overnight rooms by the partnership we have formed with Lake County CVB/now South Shore CVA."

**South Shore Convention & Visitors Authority**  
7770 Corinne Drive  
Hammond, IN 46323  
1-800-ALL-LAKE  
fax 219-989-7777

**BUILT by steel** [www.southshorecva.com](http://www.southshorecva.com)  
**CHANGED by tourism**