



2024 COOPERATIVE ADVERTISING NEW IN 2024!

1. **CREATE CAMPAIGNS CUSTOMIZED TO YOUR BUSINESS NEEDS.**
 2. **INCLUDE VISIT CANTON BRAND ELEMENTS.**
 3. **BE REIMBURSED UP TO 50% OF APPROVED EXPENSES.**
- Be reimbursed up to 50% of expenses for sales and marketing campaigns that promote your Stark County businesses to leisure audiences, event planners, and other site selectors.
 - Co-op funds awarded will equal no more than 50% of the approved expense(s).
 - The maximum award amount per initiative is \$5,000.
 - Support is not guaranteed. This is a competitive process. Final award determinations are subject to consideration of all applications submitted by the deadline.
 - Visit Canton will review applications and prioritize them based on the campaign strategy, target audience, projected reach, and impressions. Preference will be given to opportunities with the most potential to generate a significant return on investment for Stark County.

APPLICATION DEADLINE IS NOVEMBER 17TH.
INITIATIVES AWARDED CO-OP FUNDS WILL BE NOTIFIED BY
NOVEMBER 30TH.

[**APPLY NOW**](#)

Visit **CANTON**

2024 COOPERATIVE ADVERTISING

NEW IN 2024! ELIGIBLE EXPENSES INCLUDE:

Tradeshow Participation-

- Booth Expenses and/or Attendee Registration for tradeshow events with sales and marketing opportunities to promote the Stark County destination to leisure audiences, event planners, and other site selectors.
- Must implement lead capture, include Visit Canton in permissions for use, and provide data post-event.
- Booth displays must include Visit Canton display element(s) where permitted (banner stand, tabletop décor, etc. details to be determined based on each event).
- Sponsorship packages must incorporate Visit Canton brand elements. Details are to be determined based on package assets.

Video Marketing -

- Video production costs qualify for inclusion, but the total budget for the proposed initiative must include paid placements for the video marketing content.
- Video must include :03-:05 Visit Canton tag.
- Supported paid placements must reach an audience including at minimum 40% outside Stark County.

Print Advertising -

- Paid advertising in publications and guides highly targeted toward leisure and group travel, event planners, and other site selectors.
- Visit Canton publications and co-ops including the Official Travel Guide do not qualify.
- Ad creative must be ½ page or larger and include Visit Canton's logo and website.
- Lead-generating ads are preferred and data must be shared with Visit Canton.

APPLY NOW

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