



5-Year Marketing Program
&
Public Relations Campaign
2008-2012

Presented by

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EnjoyWA

Marketing Campaign

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This marketing program is created and presented by Dan Youra, president and CEO of Youra, Inc. Programs are presented for the participation of counties, cities, public organizations, nonprofit associations, private businesses and public and private corporations. Any questions regarding participation are requested to be directed to Dan Youra at 360.379.8800 dan@youra.com or to John Snyder at 360-643-0506 john@youra.com

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1. Vision

The vision is to achieve maximum cooperation and participation from the counties, cities, towns, communities and businesses of Washington State in implementing a successful, 5-year, marketing and promotional campaign to increase awareness in northwest markets of Washington State as an attractive travel destination 365 days a year with the resulting increases in tourism revenues to businesses and tax revenues to local cities and counties.

2. Mission

- A. Deployment of a comprehensive and cooperative marketing campaign (What)
- B. Applying multi-media resources (How)
- C. To existing and new markets (Where)
- D. Over 5 Years (When)
 - 2 years Pre 2010 Olympic Games in Vancouver, B.C. 08 & 09
 - 1 year during 2010 Olympic Games 2010
 - 2 years Post 2010 Olympic Games 2011 - 2012
- E. To increase tourism revenues to businesses and tax revenues to cities and counties. (Why)

3. Campaign

A. Marketing Campaign Components - what

- State Branding with word "EnjoyWA".
- Seasonal Themes
- Promotions and Public Relations
- Advertising
- Internet based content dissemination
- Viral Promotion

B. Multi Media Marketing - how

- Internet
 - Portal
- Cell Phones
 - Text Messaging TextWA.com
 - Alerts
- DVDs
- Interactive Guides
 - Distributed on CD's
 - Downloaded from web site
- Videos EnjoyWAVideos.com
- Print EnjoyWAGuides.com
- News Room

C. Markets: Existing and New - where

- Northwest USA and Lower BC
- I-5 corridor to San Diego
- Portland and Oregon
- Cruiselines
- Global on world wide web.



Five-Year Marketing Campaign

This is your invitation to join Washington State communities and businesses in promoting your area NOW into the 2010 Olympic Games in Vancouver, B.C. and for the two years following the games.

This marketing program is built on solid themes that promote travel 365 days a year to Washington's cities and destinations. The program is designed to launch immediately and to start generating immediate results for participants.

This is a 5-year plan: Keep in mind: "This is a media marketing program. Not an event." Messages are broadcast 24 hours a day, 7 days a week.

Theme: "EnjoyWA"

The main theme is the promotion of Washington State as "Your Enjoyment Destination" with sub-themes of Rest & Relaxation, Rest & Recovery, Rest & Recreation. The theme promotes the best of what we offer. It is the reason visitors come here. The challenge is to promote visitation during all seasons, 365 days a year. This is accomplished by promoting health, healing, peace, quiet, retreats, spas, return to nature, seclusion with easy access.

4. Time - when

Marketing Plan with Theme Modification vis-a-vis Canada, B.C. Olympic Games (When)

Advertising launch is spring 2008.

Five-year themes built around timing of Canada's Olympic Games in British Columbia.

2008 Spas promoting Healing through Rest at Retreats.

Spring: Spring getaways to encourage visits to Cities and Counties.

Summer: China Olympic Games. Promote Festivals and trips

Fall: Tours related to fall celebrations such as wines.

2009 Winter: Winter sports. R&R, promoting Health at Retreats

Spring: Spring getaways to encourage visits at Towns, Cruise.

Summer: Promote fun, parks and trips.

Fall: Living theme and Tours related to fall celebrations.

2010 Year of the **2010 games**: Feb Winter Games themes: Sports, outdoors, vacation.

2011 Year After **2010 games**: Continuation of "R&R theme", plus "EnjoyWA"

2012 2nd Year after **2010 games**: Continuation of "R&R theme", plus "EnjoyWA"



5. Team - who

Cooperative Marketing Partners - Team (Who)
State
Counties
Cities and towns
Businesses as sponsors, advertisers and suppliers.

6. Participation - how much

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MORE INFORMATION

For more information on marketing your city, organization and business, please contact:

Contact

John Snyder, Project Coordinator
dan @ youra.com
360.379.8800 Office
360.643-0506 Cell Phone
EnjoyWA
P.O.Box 1021
Port Hadlock, WA 98339



Participation Programs

STATE

COUNTIES

CITIES

GOVERNMENTAL ORGANIZATIONS

Port Authorities
Federal, state and local government agencies, other than cities and counties.
Public Utility Districts

NON PROFIT ASSOCIATIONS

Economic Development Agencies
Educational Institutions, e.g., Boat Schools or Boat Foundations
Event Associations, e.g., Festival Organizations

AFFILIATES

Affiliates are any governmental organization, non profit association or business wishing to participate in the benefits of associating itself with the Marketing Campaign.

BUSINESS ASSOCIATIONS

Chambers of Commerce
Other Business Associations

BUSINESSES

Private businesses, sole proprietorships, partnerships, LLCs, and corporations can participate as:

1. Sponsors
2. Advertisers
3. Suppliers



SPONSORSHIPS

Guaranteed Exclusivity in 10 Industry Categories
5-Year Duration for Maximum Name Recognition & Market Penetration

Sponsorships are important components in the marketing and promotional strategies of large corporations and successful businesses that participate in sponsorship programs to achieve greater levels of market penetration than can be obtained by advertising alone. The Campaign sets out a preferred path for corporations seeking access to large markets with an association to a brand with reach and depth.

Sponsors can be businesses, governments or non-for-profit organizations that meet the sponsorship requirements and pay the sponsorship fees to obtain the benefits of sponsorship participation.

Dan Youra, project director, is experienced in creating, producing and selling corporate sponsorships, beginning in 1974 with EXPO 74 International Exhibition in Spokane, WA, and continuing in 1986 with his representation of Washington State and publishing of the *Official Guidebook to Washington State Pavilion* at EXPO 86 International Exhibition on the Environment in Vancouver, B.C. in 1986. Sponsorships included: SpaceNeedle, ARCO, Post-Intelligencer, SAFCO, BOEING, Washington Magazine.

Criteria for a successful sponsorship program are built into the 5-year program at the center of the Sponsor campaign.

Sponsorship Categories:

1. Beverage Company	2. Gaming Company
3. Computer Hardware Company	4. Computer Software Company
5. Convention Center	6. Lodging Company
7. Internet Company	8. Media Company
9. Outdoor Recreation Company	10. Transportation Company

Sponsorship Annual FEES:

\$50,000 per year with 1 year commitment
\$48,000 per year with 2 year commitment
\$46,000 per year with 3 year commitment
\$44,000 per year with 4 year commitment
\$42,000 per year with 5 year commitment

For a complete Sponsorship RFP - Request For Participation
Contact

John Snyder, Marketing Director
john @ youra.com
360-379-8800 Office
360.643.0506 Cell Phone
OlyCampaign
P.O.Box 1021, Port Hadlock, WA 98339



PUBLIC RELATIONS & ADVERTISING

PUBLIC RELATIONS SERVICES

Services provided by **Youra Publicity**

PRESS RELEASE WRITING

Writing

Distribution to Media

ADVERTISING SERVICES

Placement on pages related to advertiser markets by **Youra** at **YourAdNet.com**

WEB PROMOTION

WebSite Development

Services provided by **Youra** at Youra.net

Domain Leasing

Services provided by **Youra** at Youra.net

WebSite Hosting

Services provided by **Youra** at Youra.net

SMS & TEXT MESSAGING SERVICES

MOBILE WEB

Mobile web sites on mobile web promoted to cell phones by **YouraMobile** at YouraMobile.com

TEXT MESSAGING

SMS Services provided by **YouraMobile** at YouraMobile.com

PROMOTIONAL VIDEOS

Promotional Videos

Video Production Services provided by **YouraMedia** at YouraMedia.com

Production

15 seconds - \$1,000

30 seconds - \$1,600

Placement

Links



ADVERTISING MEDIA

Internet - Print - Wireless

Interactive Guide

Placement on pages related to advertiser interests.

- \$50/mo. Small -
- \$100/mo. Medium -
- \$200/mo. Large -
- \$300/mo. Half Page -
- \$500/mo. Full Page -

Directory

Placement on pages related to advertiser interests.

- \$50/mo. Small -
- \$100/mo. Medium -
- \$200/mo. Large -
- \$300/mo. Half Page -
- \$500/mo. Full Page -

Map - OlyMap.com

Placement on pages related to advertiser interests.

- \$50/mo. Small -
- \$100/mo. Medium -
- \$200/mo. Large -
- \$300/mo. Half Page -
- \$500/mo. Full Page -

Directory Listings

Gold - horiz. banner ad, 300px300p square display ad, 150px150p display ad and full text listing. Includes Google Map locator with listing, up to 10 graphic images and 20 pages of documents, such as menus for restaurants. \$600 per year.

Silver - 150px150p display ad and full text listing. \$400 per year.

Bronze - text listing only. \$200 per year.

Advertising Packages and Rates

Website	1 Listing & Link	+ Banner	+ Leads Form
Guide	1 Listing & Link	+ Display Ad (Med)	+ Pop up Ad (Large)
Map	1 Listing & Link	+ Location on Map	+ Pop up Display
Total	\$900/quarter	\$2,400/quarter	\$3,600/quarter





Statistics of Usage of Youra.com Web Site on Internet World Wide Web

17,000,000 hits on Youra.com in 07

1,300,000 visitor sessions on Youra.com in 07

1,000,000 business banner exposures in 07

13,000 web sites link to Youra.com

Report: Summary - youra.com	
Date Range: 01/01/2007 - 12/31/2007	
Export:    	
Total Sessions	1,301,811.00
Total Pageviews	6,427,663.00
Total Hits	17,288,176.00
Total Bytes Transferred	246.12 GB
Average Sessions Per Day	3,566.61
Average Pageviews Per Day	17,610.04
Average Hits Per Day	47,364.87
Average Bytes Transferred Per Day	690.49 MB
Average Pageviews Per Session	4.94
Average Hits Per Session	13.28
Average Bytes Per Session	198.24 KB
Average Length of Session	00:03:01

Reviews & Testimonials

Reviews of Youra Guides and Maps

Distribution

Distribution of Youra Guides and Maps

Websites

Youra.com - access page

Youra.net - media site

DanYoura.com - resume

Article

Peninsula Daily News

Resume & Customer List

Resume

Dan Youra



Experience

- 1986 - Present Dan Youra Studios, Inc. Port Hadlock, WA
Founder, President and CEO
- 2007 - Health Messaging Solutions, mobile messaging in health care
Co-founder
- 2007 - **Tourism Coordinating Council**, Olympic Peninsula
Chairman
- 2006 - **Mobile Messaging Solutions**, established company in SMS services
- 1996 - **Youra.com** internet services
Founder
- 1991 - Port Ludlow Chamber of Commerce
Founding President
- 1989 - Winner of “Georgie Award” for **Best Visitor Guide** in Washington
- 1986 - 1987 Olympic Peninsula Travel Association
Executive Director

Employment

President and CEO, Youra Inc., current, since 1975
Vice president, Bayview Properties Real Estate, Port Ludlow 86
Systems Analyst, Washington State Library, Washington State 73-74
Educational Planner, Council on Higher Education, Washington State 71-72
Managing Editor, PRIDE Puerto Rico Information & Decision Environment
Managing Editor, **Current Thought on Peace and War**, United Nations,
Research, Behavioral Sciences Laboratory, Ohio State University 68-70

Education

Ohio State University, Graduate School, International Relations 68-70
Ohio State University, Behavioral Sciences Laboratory 68-70
University of Michigan, Institute for Social Research, Ann Arbor, MI summer 69
Fulbright Scholarship, Buenos Aires, Argentina 67-78
University of Wisconsin – Oshkosh, Bachelor of Arts, International Studies 66-67
Universidad Ibero-Americana, Mexico City 66
Maryknoll Seminary College, Glen Ellyn, IL 63-65
Diploma, St. Lawrence Seminary High School, Mt. Calvary, WI 59-63

Reviews

Dan Youra is lauded by leaders as “a pioneer”, “a trailblazer” and “a p.r. whiz”.

Customers

Northern Lights Casino, The Point Casino, Best Western, Red Lion, BlackBall Transport, Washington State Parks, Victoria Express, Work/Life Systems, Inn at Port Hadlock, Washington State Ferries, Coldwell Banker, Windermere, ReMax, Alaska Marine Highway, P.S.Express, ARAMARK.

Contact

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