



You are invited to . . .

EnjoyWA.com

Join Washington residents and visitors who are enjoying Washington every day. They are looking for you. They want to find you. Invite them to enjoy your services and buy your products.

Promote your brand. Open your doors to new customers. Book Beds. Sell online. Become cell phone friendly.

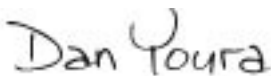
EnjoyWA is . . .

- a commerce venue where customers and businesses meet.
- a multimedia campaign to drive traffic to your front door.
- an integrated marketing program on the web, cell phones and in print.
- an invitation from you to residents and visitors to enjoy you too.

Take just a few moments to read the **EnjoyWA Programs** and the **Benefits of Participation** to learn about the many ways you benefit from your participation in **EnjoyWA**.

EnjoyWA is easy to join. Go online to **JoinWA.com**. Return the **JoinWA** form. Or, call 360.279.8800 to get started today.

Yours truly,



Dan Youra,
Project Director



Integrated Marketing Program

CAMPAIGNS

- Enjoy**WA**.com Washington travel themes 2008 - 2012
- 2010**WA**.com Themes for 2010 Vancouver Games
- Oly**WA**.com Oly themes and Oly Games for 2008 - 2010

WEB¹

- Enjoy**WA**.com main web site and control center for programs
- Enjoy**WA**.net multimedia travel guide to Washington State
- Enjoy**WA**map.com interactive map linked to regions and attractions
- Enjoy**WA**blog.com updated news and access to travel information
- Tools**WA**.com² travel tools driven by Google
- NewsRoom**WA**.com press releases and media access
- Sponsor**WA**.com sponsor pages for special promotions
- Business**WA**.com business pages for commercial sales
- Cities**WA**.com city / county pages for municipal services

WIRELESS³

- Enjoy**WA**.mobi mobile web access on cell phones
- GoEnjoy**WA**.com mobile web access from web
- Text**WA**.com SMS messaging, e.g. text **JOY** to **23907**

PRINT

- Guide**WA**.com annual printed guide launch 2009
- Map2**WA**.com annual printed map launch 2008

VIDEO⁴

- Video**WA**.com videos for web and wireless premium content

CUSTOM PROGRAMS

- Casinos industry promotion for Washington casinos
- Rest Ports port cities as R&R destinations 365 days a year
- Individualized create your own programs

¹ Web design by Youra Studios with 40 years experience in computer programming, applications development and systems integration. Youra.com online 12 years since 1995. Web hosting by G4Hqsting.com

² Travel Tools by Google

³ Wireless applications on mobile web and SMS text messaging for OPTIN ACCESS COMMUNITIES by OPTACOM OPTAcom.net

⁴ Videos by Youra Studios with 34 years experience in video production



Benefits of Participation

CAMPAIGNS

- Enjoy**WA**.com coop advertising and sales in statewide venue
- 2010**WA**.com participation in worldwide media promotions
- Oly**WA**.com coop branding in NW regional promotions

WEB¹

- Enjoy**WA**.com Your presence on interactive WEB SITE
- Enjoy**WA**map.com Your LINK from MAP
- Enjoy**WA**.net Your LISTING on Enjoy**WA** NET
- Enjoy**WA**blog.com You contribute to POST your news on BLOG
- Tools**WA**.com² travel TOOLS driven by Google
- NewsRoom**WA**.com press releases and media access
- Sponsor**WA**.com exclusivity of category
- Business**WA**.com coop promotion and campaign branding
- Cities**WA**.com promotion of destination for city / county

WIRELESS³

- Enjoy**WA**.mobi Your LISTING and PHONE # on mobile web
- GoEnjoy**WA**.com Your LISTING and PHONE # on web site
- Text**WA**.com Your own KEYWORD for text messages

PRINT

- Guide**WA**.com Your LISITING and/or DISPLAY in GUIDE
- Map2**WA**.com Your LISITING and/or DISPLAY on MAP

VIDEO

- Video**WA**.com Your VIDEO (sponsors only)

CUSTOM PROGRAMS

- Casinos coop branding for Washington casinos
- Rest Ports annual promotion of R&R destinations
- Individualized create your own benefits

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How It Works

1. Join as a Sponsor, Advertiser, Associate, City or County

Participants in the 2008 - 2010 **EnjoyWA** marketing program can include a broad variety of corporate sponsors, regional counties and cities, local businesses and nonprofit organizations.

2. Cooperative Marketing

The 5-year Marketing Plan will be the largest, cooperative advertising and promotional effort selling Washington before, during and after the 2010 Olympic Games in Vancouver, B.C. It will be largest in terms of number of participant, size of geographic region and dollars dedicated to the regional marketing efforts.

3. Regional Branding

The marketing plan for the campaign is strategically positioned to exploit the name familiarity of "WA" and the similarity of the word "Oly" with the word "Olympic". The goal is to capitalize on the name association of "Oly" with "Olympic" in order to replace the word "Olympic" with the name "Oly" in the mind of the consumer.

4. Multi Media

The OlyCampaign is dedicated to a multi-media blanketing of the northwest travel and tourism market, directing maximum resources to all viable media judged effective in promoting name recognition to target markets and with the best track records in converting "hits" to "visits". The multi-media assault will be directed through publicity and advertising.

A. Publicity

Promotion of the OlyTheme will be carried out through an effective publicity program that employs press releases, articles and travel writings syndicated to partners in travel media.

B . Advertising

The OlyBrand will be advertised in traditional and nontraditional media aimed at markets with the greatest conversion rates to turn "hits" into "visits".

5. Geographic Venue

The geographic venue for the campaign is Washington State. Rather than paying for an expensive billboard ad above the score board at a pro sports event for one day or one season for the few minutes that fans are in the bleachers for a game, as a participant in the **EnjoyWA** campaign, sponsors enjoy a playing field that covers the entire state

6. Virtual Venue

The virtual venue for the campaign is the world wide web with global coverage on the Internet from the global penetration of the Youra Media electronic publications.



What You Get

EnjoyWA's integrated program, tremendous coverage and high visibility create the perfect hook for increasing consumer sales, travel visits, customer interaction, enhancing corporate image and gaining a positive community profile to a regionally marketed brand.

EnjoyWA is the platform where you can sell more.

First Site.

You are the first site where regional, national and international travelers stop when planning trips to Washington, and more importantly, while actually traveling in Washington. The integrated, multimedia nature of the five-year campaign ensures you a dominant presence in the campaign.

Sales Rights.

You receive exclusive, on-site, sales rights in your Category on the EnjoyWA campaign. You receive exclusive right to sell your products or services to our concessionaires, merchandisers and other **EnjoyWA** participants.

High Viz Site.

The highly visible display area is the ideal venue for your sales force to interact with consumers and provide sales incentives and special offers.

Quaranteed Visibility.

You will be included in **EnjoyWA**'s 52-week, video, print, internet and text messaging advertising promotions. Plus, you will receive ID in **EEnjoyWA** interactive guides and programs.

Point-of-Sale Promotions.

Drive sales by offering your Program Rewards with proof of purchase.

Sales Incentives.

Use your program to garner support and incremental consumer awareness by offering traffic builders. This dramatic attention grabber will also drum up excitement for your products and services, especially when linked to a ticket-discount-with-purchase offer.

Impactful Client Entertainment.

Spend quality time in direct communication with your key customers in an intimate SMS environment, communicating directly through their cell phones.



ADDENDUM A

Program Characteristics

Heightened Communication

With **EnjoyWA™**, you'll be communicating *with* your targets not *at* them. Unlike a commercial interruption, your message is woven right into the action, reaching consumers while they're engaged on cell phones and on the web. And, rather than a perfunctory 30-second spot, you have an entire 24 hours to convey your message.

Category Exclusivity

Yours will be the only company within your Category allowed to use the event's marks and logo on packaging and advertising, create campaign-themed promotions and receive on site visibility.

Full Promotional Rights

EnjoyWA™ uses high-impact marks and logos, which signal your commitment to improving the quality of life for your customers in the market, can be used in your advertising and packaging.

Cross Promotions

To ensure your promotion dollars work harder, we are introducing online workshops for sponsors. Promotions with cosponsors can double your visibility, place your product in new distribution outlets and generate valuable merchandise for use in sweepstakes and trade incentives.

Turn-Key Partnership

EnjoyWA™ EnjoyWA has a full time professional staff committed to helping our partners achieve maximum return on investment from their sponsorship. We will coordinate programs with your sales force to ensure success at the implementation level and provide documentation on all your programs.



ADDENDUM B

Demographics and Markets

Campaign Participant Profile - Traveler

Target consumer market segments:

Travelers, vacationers, weekenders and conventions

Geographical Markets:

1. Puget Sound
2. Western Washington
3. Washington
4. Portland
5. Victoria, B.C. / Vancouver, B.C.

Meeting Planners and Conventions

Traveler Age Groups:

18 - 24 years old - College students on summer vacation

20 - 40 years old - young families on weekend trips

40 - 55 years old - middle income adults

55 plus years old - senior adults / couples with more time and income

Campaign Convention Market - VIPs

Meeting Planners:

Independent planners with clients

Small business meetings

Conventions:

Corporate Planners for large meetings

Corporate small meetings



ADDENDUM C

Fact Sheet

EnjoyWA Powerfull Marketing Campaign

Who: Washington Residents and Visitors

What: 5-year marketing program of Washington State

- sponsors and associates offering rewards, discounts, incentives
- 100+ cities and 34+ counties

Where: In Washington State and on the World Wide Web and Cell Phones

When: 2080 – 2012

Attendance: minimum 2,000,000 first year with growth thereafter

Sales: rewards redeemable online and at participating organizations

- good for purchases of goods and services at participants
- redeemable online for travel packages, services and product

Benefits: 5% of profits go to Boys and Girls Clubs in Washington counties

Producers:

Olympic Peninsula Travel Association OPTA
Youra Studios, Inc.



ADDENDUM C

Response Form

Yes, I am interested in learning more about EnjoyWA and OlyFest

No, I am not interested at this time, but please keep me on your mailing list.

Name _____

Title _____

Company/Assoc. _____

Address _____

State _____ ZIP _____

email _____

Phone _____

Fax to 360.379.880 (24 hrs)

Send to:

EnjoyWA
P.O.Box 1169
Port Hadlock, WA 98339



ADDENDUM E

One Sponsor's Success Story

Who: Dan Youra Travel Guides & Maps

What: International marketing

- world wide web with 13,000 web sites linking to Youra.com
- sale of guides on maps over online store to buyers in 28 states

Objectives: boost online sales, increase web traffic, coop advertising

Promotions: special promotions in off seasons, shoulder seasons and summer

Measured: month to month changes from year to year, display activity,
number of businessness promoting the offer in their own advertising

Results: Increase market share in Puget Sound region

- 2 million web site visits in one year
- increase in guides advertising sales and distribution
- increase in map advertising sales and distribution
- reviewed in Sunday Times of London
- 13,000 inbound links