



DogTrekker.com – Mendocino County Tourism Commission 2019 – 2020 Renewal

Key takeaways from the companion Mendocino County Tourism Commission 2018-2019 Marketing Report are:

1. Dog-friendly travel is now a billion-dollar destination driver
2. The DogTrekker channels take best in show when it comes to establishing Mendocino County as a statewide leader when it comes to dog-friendly lodging, dining, winery, activity and attractions
3. 96% of the millions of DogTrekker channel readers travel with their dogs each year, and hundreds of thousands use these same channels to plan trips, even when Fido stays at home
4. DogTrekker has gone out of its way to produce incredible campaigns for Mendocino County year after year, generating substantial engagement in terms of awareness, pageviews, impressions and handoffs to Mendocino County stakeholders
5. DogTrekker goes way beyond the numbers to promote Mendocino County, including event, media, rescue, social media and mobile app coverage and support

DogTrekker wants to once again be your K-9 Concierge for the 2019 – 2020 year and will continue to provide this exceptional coverage (see page 2 for a review of the deliverables).

DogTrekker produces award-winning turn-key campaigns for Mendocino County with assets valued over \$25,000.

DogTrekker has a life-long relationship with Mendocino, we visit Mendocino regularly with Maya, our Director of Marketing and we support the community through our Tourism Gives Back initiative. How many “vendors” provide this much support?

- Renewal cost for the 2019 – 2020 year: \$7,500 net, all-inclusive (includes app)
- Content integration renewal 2019 – 2020: \$2,000
- On location event promotion throughout the year: \$2,500 waived (last paid in 2014 - 2015)

Total: \$9,500 net

Maya, DogTrekker's
Director of Marketing,
at Saracina Winery
days after the
Mendocino Complex
Fire was brought under
control – that's local!





These are the components of a year-long all-inclusive partnership program with DogTrekker.com:

Dates: 8/1/19 – 7/31/20

Exclusive **Partner-only** Assets & Benefits:

1. A dedicated set of [Mendocino County](#) landing pages maintained by the DogTrekker.com Web Services Team. Includes dedicated Research Team vetting all lodging properties, restaurants, attractions and local services for dog-friendliness at least once per year.
2. Primary navigation position on 'Counties' section on [DogTrekker.com](#) and the DogTrekker mobile app
3. Rotating banner on the '[Destinations](#)' page, the 2nd most viewed entry page on DogTrekker.com, with link to the Mendocino landing page on DogTrekker.com
4. Enhanced [hiking](#), [beach](#) and [water activity](#) sections (on-leash/off-leash) on the Mendocino County primary pages on DogTrekker.com, including the very latest rules, regulations, safety concerns, pending legislation, advocacy and more
5. Exclusive Mendocino destination newsletter take-over featuring a minimum of four stories written by the veteran DogTrekker.com Editorial Staff
6. Mendocino stories added to the appropriate category on the very popular '[Things To Do](#)' page
7. Feature Mendocino 'block' and stories on the new '[CA Coastal Beaches](#)' pages
8. Feature Mendocino 'block' and stories on the '[CA Wine Country](#)' pages
9. Inclusion in the interactive map section of the '[North Coast](#)' landing pages
10. Priority '[Event postings](#)' (includes event pages – 4th most popular section on DogTrekker.com, home page, North Coast and Mendocino County landing pages).
11. Custom itinerary posted on DogTrekker.com's 'Road Trips' pages
12. Display ad promotion on DogTrekker.com (100,000 display ads TBD)
13. Social media integration
14. 25% discount for any lodging or other properties for display, 'Featured Sponsor' or other DogTrekker.com programs (DogTrekker.com reserves key promotional and advertising assets for partners)
15. Outreach and promotional support to the local [animal welfare organizations](#) within Mendocino County (DogTrekker.com reserves a portion of its assets for non-profit, animal welfare organizations—"tourism supports the community through support of local rescue")

DogTrekker.com is LOCAL 🐾 ACCURATE 🐾 ENGAGING 🐾 COMMITTED

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