

A scenic landscape at sunset with large boulders and a couple hiking. The sun is low on the horizon, casting a warm orange glow over the scene. In the foreground, a man and a woman are hiking on a rocky path. The woman is wearing a white t-shirt, pink leggings, and a white cap. The man is wearing a black t-shirt, olive shorts, and a black cap. They are both smiling and looking towards the camera. The background features large, dark boulders and a line of trees under a hazy sky.

UNEARTH COUNTRY

Spring/ Summer Campaign
Member buy-in opportunity
31 October - 26 February

 Southern
Queensland Country

Campaign Overview – Member opportunity

SOUTHERN QUEENSLAND COUNTRY | UNEARTH COUNTRY
DATES: 31 OCTOBER - 26 FEBRUARY

Southern Queensland Country Tourism (SQCT) invite you, our Members to share your message as part of our latest campaign. Focused on building strong spring and summer bookings, *'Unearth Country'* builds on our region's key assets and recognised messages of nature, adventure, and country drives along with experiences that are authentically country.



Spring / Summer Campaign

'*Unearth Country*' further leverages the marketing spend of TEQ's 'Days like this are calling' brand and 'Queensland is calling' retail campaign messaging, with focus highlighting the two key identified markets by TEQ - the 'been there and done that' and the 'familiarity seekers'. SQC will ensure our investment is optimised to support our goal of driving bookings and visitation to our Member product, tourism operators and experiences.

'*Unearth Country*' messaging will lead with a number of drive itineraries and stories linking each part of our region, building in places to stay, things to do and must do experiences. Visitors are encouraged to slow down, enjoy time with their friends and loved ones for a long weekend, a week long trip or longer exploration.

Get involved! Members are invited to buy in to this campaign for a nominal fee, leveraging SQCT's database and strong social media following and in addition benefit from TEQ's current marketing activities. Places are limited to 18 x product only. Read on for full details and booking form.



Cooperative Advertising Package – Member buy-in

Southern Queensland Country Tourism is offering buy in packages limited to a maximum of 18 x Members/product. The campaign will be run in 2x 6 week bursts with a hiatus over the Christmas period.

You are invited to buy in with one 2 week targeted advertising period leveraging SQC's website, social media audience and database.

A maximum of 3 x Members/product packages are available per each 2 week block.

Value of buy-in package: estimated at over \$700 + GST

Price for Premium Tourism members

\$300 + GST

Price for Tourism members

\$360 + GST

See page 6 for Booking form and date selection for your 2 week package. Offer is limited to 18 x Members/product on a first come first serve basis.



Cooperative Advertising Package - Member buy-in

1 x paid sponsored static post

Duration: 2 weeks

to run on both Facebook and Instagram specific to your product targeting SQC's 120,000+ strong follower base, driving to your ATDW content on the SQC website. SQCT will invest a minimum of \$150 (excluding any agency or booking fees) on this sponsored post.

1x Organic Social Story

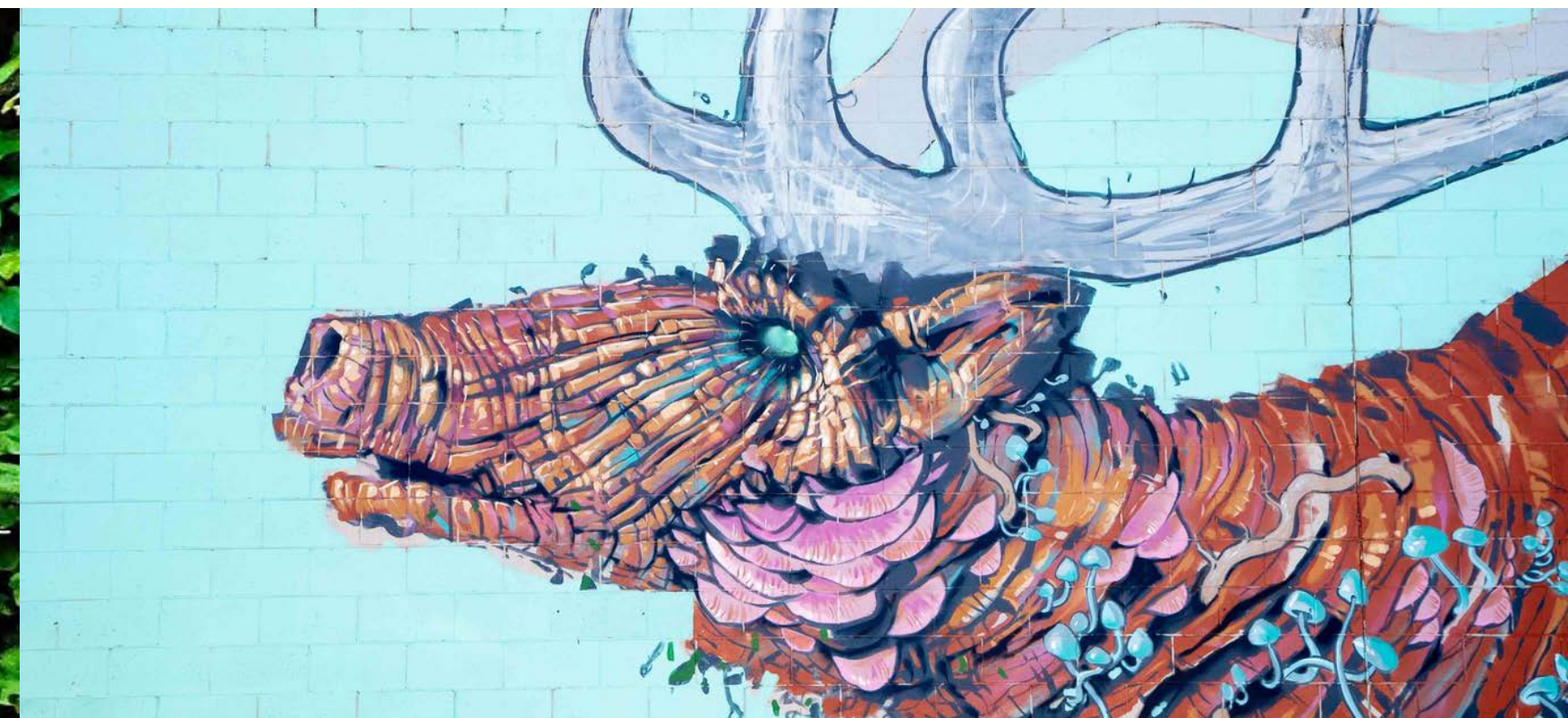
on SQC's Facebook and Instagram account (each story up to 6 slides).

Member/product mention within 1x SQC's consumer EDM

talking to approx. 50,000 engaged subscribers linking to your ATDW content.

BONUS:

Your ATDW listing will receive priority positioning as one of the first 3 x products featured on the 'Unearth Country' campaign landing page on SQC's consumer website for a duration of 2 weeks. Members who create a special offer timed for the campaign will also benefit from a targeted 'Special Offer' label on their ATDW listing, plus will gain additional exposure on TEQ's Queensland.com website during their high-spend campaign activity.



Participation Agreement

Page 06

Member Business:		
Contact Name:	Contact email:	Contact Phone:

Membership type (please tick)	Premium Tourism Member <input type="checkbox"/>	Tourism Member <input type="checkbox"/>
2 -week packages - available:	1st preference	2nd preference
Tuesday, 31 October - Monday, 13 November 2023		
Tuesday, 14 November - Monday, 27 November 2023		
Tuesday, 28 November - Monday, 11 December 2023		
Tuesday, 16 January - Monday, 29 January 2024		
Tuesday, 30 January - Monday, 12 February 2024		
Tuesday, 13 February - Monday, 26 February 2024		



This agreement is for participation in the SQCT 'Unearth Country' campaign commencing 31 October through to 26 February 2024 with inclusions as outlined on page 4.

Member buy in is limited to 18 participating Members on a first come first served basis. SQCT reserves the right to reject requests for businesses whose message is outside of the intended message of the campaign with preference given to tourism product, experiences, destinations and offers.

Booking deadline for any specific 2 week package period is one week prior to the commencement of that period. Deadline for copy and image assets required for this campaign is the Thursday prior to commencement of your booked period. Once received SQCT will contact you to confirm involvement and lock in your inclusions. **Please return to : sheree@sqct.com.au**

Questions?

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