



Top tier

Use this card to easily keep track of your benefits to maximise your return on investment.

Any questions? Call 8739 8000 or email marketing@tourismeast.com.au



Build on your inclusions by accessing our marketing rate card.



PARTNERSHIP TRACKER CARD

START DATE: _____ END DATE: _____

INCLUSIONS:	USED ✓	DATE	KEY MESSAGE
ATDW coupon	●		
Promote your events on our regional websites**	●		
Limitless web deals and offers on our regional websites**	●		
Invitation to three networking events	● ● ●		
Access to resources in the partner portal	●		
Invitation to participate in industry strengthening opportunities	●		
Premium listing on visityarravalley.com.au	●		
Dedicated Facebook / Instagram social post (tagged and collaborated)	● ● ●		
What's On email inclusion	● ● ●		
What's On email feature	● ● ●		
What's On email advert	● ●		
Instagram Collaboration (post on your feed and collaborate with YVDR)	● ●		
Solo EDM	●		
Inclusion in social media influencer visit (opt in available if not included in package)	●		
Standard listing in official touring map	●		
Access to copies of the official touring map	●		
Inclusion in itineraries on visityarravalley.com.au	●		

For established operators who want to lead. Already delivering outstanding visitor experiences? the Top Tier package helps take your presence to the next level.

You'll benefit from elevated visibility across digital platforms, inclusion in regional campaigns, and curated content that speaks directly to high-value travellers.

With deeper strategic support and tailored promotions, your story is aligned with the region's strengths positioning your business as a must-visit highlight of the Yarra Valley, Dandenong Ranges and Surrounds.

If you're ready to be recognised not just as part of the experience, but as a leader, Top Tier is your package!

Competition collaboration opportunity and database	●		
Marketing consultation	●		
Visit Victoria opportunities (media and famils)	●		
Additional marketing (WeChat, Rednote, Yarra Valley Pass)	●		
PR launch digital campaign	●		
License to use Tourism East brand tools and creative assets	●		

** Regional websites: visityarravalley.com.au / visitdandenongranges.com.au

RATE CARD ADDITIONS:

	●		
	●		
	●		
	●		
	●		

NOTES:

