



Platinum

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](mailto: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
Listing on region websites <a href="http://visityarravalley.com.au">visityarravalley.com.au</a> / <a href="http://visitdandenongranges.com.au">visitdandenongranges.com.au</a> x2	● ●		
Dedicated Facebook & Instagram posts x6	● ● ● ● ● ●		
What's On emailer inclusion	●		
What's On emailer feature	●		
What's On emailer advertisement x2	● ●		
Limitless web deals & events on regional website	●		
Instagram collaboration	●		
Feature article in monthly Eat, Stay, Play emailer x2	● ●		
Solo email sent to our database x2	● ●		
1hr marketing product development review	●		
Social media influencer visit x3	● ● ●		
Regional Touring Map inclusion x2	● ●		
Itinerary on our regional website x2	● ●		
Bi-annual marketing insights forum	●		
Tourism profile page on <a href="http://visitvictoria.com">visitvictoria.com</a> & <a href="http://atdw.com.au">atdw.com.au</a>	● ●		
Invitation to networking events x2 & Annual Summit	● ● ●		
Competition collaboration opportunity	●		

For destination-defining brands with bold ambitions. This is the top tier for businesses who want to play a key role in shaping the region's tourism future.

Whether you're an established brand or a bold newcomer, Platinum connects you directly with your ideal customers and places your business front and centre across campaigns, websites, media activity and industry promotions.

You'll receive early access to marketing initiatives, bespoke collaboration opportunities, and personalised support from the Tourism East team. It's high-profile visibility, backed by strategic alignment.

For those who want to make a lasting impact, Platinum is your platform!



PLATINUM ADDITIONS:	USED ✓	DATE	KEY MESSAGE
Platinum listing on our regional website	●		
Separate website profiles (up to 4)	● ● ● ●		
Mini Campaign: online advertising, public relations launch or competition	●		
Marketing health check & strategy session	●		
Visitor Information Kiosk advert (2 weeks)	●		
LinkedIn & Industry News post featuring your business x2	● ●		

RATE CARD ADDITIONS:


NOTES: