

# TOURISM MARKETING PARTNERSHIPS

## Event packages



*Puffing Billy's Train of Lights*

**Our event packages are designed to connect you with our highly engaged audience in the greater Melbourne region.**

We have previously collaborated with regional events such as Shedfest Yarra Valley, The River Folk Festival, Oktoberfest Yarra Valley, and we would love to work with you!

With over **42K** consumer e-newsletter subscribers, **80K** Facebook followers, and **61K** Instagram followers, your event will gain the visibility it deserves.

Our open rate across all consumer EDMs is 42%, and the click-through rate is 6%.

Additionally, our website attracts over **2.5M** total page views and **770K** users annually, providing a powerful platform to showcase your event.

We offer three options for event promotion:

### Option A: \$750

Event listing on regional websites  
[visityarravalley.com.au](http://visityarravalley.com.au) and  
[visitdandenongranges.com.au](http://visitdandenongranges.com.au)

1x Social Media Post

1x What's On email feature  
Only your event featured, scheduled for a specific week.

### Option B: \$650

Event listing on regional websites  
[visityarravalley.com.au](http://visityarravalley.com.au) and  
[visitdandenongranges.com.au](http://visitdandenongranges.com.au)

1x What's On email feature  
Only your event featured, scheduled for a specific week.

1x What's On email advertisement  
Only your event featured, scheduled for a specific week.

### Option C: \$500

Event listing on regional websites  
[visityarravalley.com.au](http://visityarravalley.com.au) and  
[visitdandenongranges.com.au](http://visitdandenongranges.com.au)

1x Social Media Post

1x What's On email inclusion  
1 of 5 businesses featured in the events section.

For more information please contact Yarra Ranges Tourism.

Phone: +61 3 8739 8000 Email: [marketing@yarrarangestourism.com.au](mailto:marketing@yarrarangestourism.com.au)

Website: [visityarravalley.com.au/yarrarangestourism](http://visityarravalley.com.au/yarrarangestourism)