PARTNERSHIP INVESTMENT LEVELS

	ACCOMMODATIONS (HOTEL/RESORT)	ACCOMMODATIONS (B&B/RETREAT/ CAMPGROUND)	LIBATION/ TASTING ROOM	RESTAURANT & BANQUET	BUSINESSES (RETAIL & SERVICE)	TRANSPORTATION (VEHICLE, PUBLIC, AIRPORT)	ATTRACTIONS (LOCAL & REGIONAL)	GOLF, SPORTS FACILITIES, PARKS, ETC.	SHOPPING CENTER (UP TO 150 STORES)	CORPORATE
BUSINESS & CORPORATE	**$680** MIN. (80 ROOMS OR $8.50/RM.)	**$400** MIN. (45 SPACES OR $8.50/SPACE)	**$400**	**$400–$475**	**$400–$500**	**$400–$725**	**$400–$800**	**$475** MIN. **$200** (EACH ADDT'L)	**$800+**	**$2,500+**
BUSINESS IN A PARTNER COMMUNITY		**$350**	**$350**	**$350–$425**	**$350–$450**	**$350–$675**	**$350–$750**	**$425** MIN. **$200** (EACH ADDT'L)	**$750+**	

Rates effective January 1 through December 31, and are based on criteria such as location, facility size, and multi-locations. Out-of-state and seasonal rates may apply. Businesses or venues with over 1 million in attendance are handled separately.

ROI

Results worth checking out

882,992
Total Social Media Marketing Engagement

56,831
Facebook Fans

118,000
Facebook Live Views Lake County Restaurant Week

3.5 Million
Impressions/Spooks & Spirits™

1.2 Million
Pageviews on VisitLakeCounty.org

VISIT LAKE COUNTY PARTNER BENEFITS

Visitors Guide Listing
All partners are included in dedicated categories throughout the pages of our popular tabloid-format **Visitors Guide**, our branded, fulfillment and keepsake piece produced annually.

VisitLakeCounty.org
The top resource for visitor information from events, to things to do, lodging, entertainment and more.

Website Partner Listing/Page
Each partner receives its own partner listing and landing page that includes a detailed description, 360˚ video of your location with Google mapping, coupon posting and download options, and calendar-of-event listings option with high-end search capabilities.

Lead Generation and Referrals
Our professional staff helps recruit group business, generate leads and drive guests through your doors—group tours, sports tournaments, military functions, weddings, corporate functions and more.

Group Sales Leads and Custom Dashboard
Log in to your dashboard and receive/respond to leads for group events, corporate and sports tournaments, through our dedicated customer relationship management portal, iDSS.

LAKE COUNTY ILLINOIS

Let's talk. Call Jayne Nordstrom or John Maguire at 847-662-2700.

BONUS WITH PARTNERSHIP
Complimentary participation in Lake County Restaurant Week and the Lake County Libation Trail™

Newsletters, Networking and Forums
Newsletters and quarterly partner forums keep partners informed and connected to each other—updates, face-to-face networking, business referrals and more. **We average over 10 years working with each partner!**

Social Media Marketing
We connect with thousands of followers with information about events, attractions, developments and activities, with creative, unique and sought-after content.

Public Relations, Customer Relationship
We are the trusted source that media goes to for all-things Lake County. We stay connected and build strong relationships with local, regional and national publications and influencers—getting more traffic through your doors.

Tourism Champion and Advocacy
We work closely with the Illinois Office of Tourism and editors across the U.S., to showcase Lake County attractions and events—limitless audiences.

ILLINOIS ARE YOU UP FOR AMAZING?

VLC Add-Ons

VISITORS GUIDE ADVERTISING

Highly Visual and Informative
4/Color
Quality Printing
Take-Home and Long Shelf-Life

75,000 in print plus downloads
25,000 bonus to *Chicago Tribune*

Affordable Ad Rates
Back Cover: **SOLD**
Inside Front Cover: $5,100
Inside Back Cover: $4,600
Full Page: $4,100
2/3 Page: $3,600
1/2 Page: $3,100
1/3 Page: $2,600

VISITOR & TOURISM KIOSKS

Brochure placement at the Lake Forest Tollway Oasis, plus optional bonus add-on distribution points from Chicago to Milwaukee.

Reach **5,000-7,000**/weekday
up to **10,000**/summer weekend
Cost: $500/year for base program

WEBSITE DIGITAL ADS

In-Content and Hero Image Areas
Rates start at $300/month

CAMPAIGNS AND STRATEGIES THAT DELIVER

BECOME A PARTNER
Let's work together.

Lake County Restaurant Week and
Lake County Libation Trail™

66 RESTAURANTS

20 LIBATION TRAIL PARTNERS
CRAFT BREWERIES, WINERIES, DISTILLERIES

TOP-EARNING
INTEGRATED AND DIGITAL CAMPAIGNS
Facebook, Instagram, YouTube,
Native Advertising, Pandora, Spotify,
Radio, TV, Connected TV,
Newspapers and Outdoor

Spooks & Spirits Autumn™ Celebration

TEN DAYS TO SAVOR
LAKE COUNTY
RESTAURANT WEEK

LAKE COUNTY LIBATION TRAIL™

SPOOKS & SPIRITS
LAKE COUNTY, ILLINOIS AUTUMN CELEBRATION

BOATING
LAKE COUNTY.COM

VISIT LAKE COUNTY
VALUED PARTNERSHIPS

TOURISM: MAKING AN IMPACT

$1.43
BILLION
VISITOR SPENDING
+6.7%

Tourism helps strengthen the economic vitality of our communities.
Visitor spending in Lake County reached a record high of $1.43 billion.

IL AVG. SPENDING per **TRAVEL PARTY**
$570
35–45 years-old

JOBS
LAKE COUNTY TOURISM-RELATED JOBS
11,350

VISIT LAKE COUNTY
5465 W. Grand Avenue, Suite 100
Gurnee, Illinois 60031
847-662-2700 • visitlakecounty.org

LAKE COUNTY ILLINOIS

VISIT LAKE COUNTY
PARTNERSHIP OPPORTUNITIES

WORKING TOGETHER

VISIT LAKE COUNTY is the official destination marketing organization and champion of tourism for Lake County, Illinois. Our alliance is comprised of 200 industry and community partners who recognize the powerful economic impact and visitor spending produced by tourism.

Tourism is an essential investment in the well-being of communities and enhances the public image of Lake County as an attractive place to live, work and enjoy.

We partner with popular destinations across the county, from Six Flags Great America, Great Wolf Lodge Illinois, Lincolnshire Marriott Resort, Gurnee Mills, to the many restaurants, breweries and Main Street businesses.

We generate business and help create ways for guests to enjoy stays in our fine hotels while discovering Lake County's famous lakes, trails and natural amenities.

Community Partners
Antioch
Deerfield
Fox Lake
Grayslake
Gurnee
Highland Park
Lake County
Lake Zurich
Libertyville
Lincolnshire
Long Grove
Mundelein
Vernon Hills
Waukegan
Zion