

TOWN OF
QUEEN CREEK
ARIZONA

Marketing Partnership Agreements

September 21, 2011





Marketing Partnership Agreements

- Supports the Town's branding initiative.
- Works to advance Arts, Culture and Experience targeted sector.
- Agreements are with three of the Town's major destinations.
 - Number of visitors they attract to the community
 - Unique agritourism/agritainment and experiences they offer



Marketing Partnership Agreements

- All entities will be cross-promoting events and activities.
- Goal is to make it easy for residents/visitors/tourists to explore all of the opportunities available in Queen Creek.
- Each entity is responsible for providing materials & information



Marketing Partnership Agreements

- Partnership also allows partners to display signage on Town-owned locations.
 - Underpass
 - Six coroplast sign locations
- Town will be able to display banners/posters for special events at each of the partner locations.
- Shop QC program is available for other local businesses.





Questions?