



## U-PICK TOURS™ CO-OPERATIVE PARTNERSHIP AGREEMENT

### What are U-Pick Tours?

Research and trends are showing that today's group participants want more control of their itinerary options. They want flexibility and tours that are customized to meet their individual desires. **U-Pick Tours** are a way to provide just that – freedom of choice in a group tour setting.

In an attempt to entice today's groups to Lancaster County, the PA Dutch CVB is encouraging tour planners to offer **U-Pick Tour** elements during a portion of their itinerary. Several tour options within the same price point can be done within the same time duration (see attached sample itinerary). Plan this flexible schedule yourself or let us connect you with one of our tour services providers. To show our commitment to you for offering a **U-Pick Tour** in your itinerary, we're introducing several co-op partnership opportunities in which we hope you'll participate.

### Co-Op Partnership Plan

The PA Dutch CVB will provide co-operative marketing funds and tour promotion collateral to assist tour operators in promoting new and existing tours to Lancaster County incorporating **U-Pick Tour** options. Tours must overnight in Lancaster County between May 15 and June 26, 2008.

### Application:

Tour Operators must incorporate a **U-Pick Tour** component into a new or existing tour that overnights in Lancaster County between May 18 and June 26, 2008. Upon incorporation of a **U-Pick Tour** option, tour companies may utilize co-operative marketing funds and promotional collateral to promote the tour. One, two, or all three tour options may be utilized and are encouraged.

### Available support:

(1) **Newspaper advertisement template** (sample attached)

The PA Dutch CVB will supply a customizable 3.75" x 2" newspaper template (typically a 2 column x 2" ad in most newspapers). The PA Dutch CVB will share 50% of advertising space costs for template up to a maximum of 3 placements. While slight adjustments to the width of the ad may be needed to accommodate your newspaper's column width, we are asking that the ad remain as close as possible to the original size. The tour operator is responsible for customization and placement. Submission of original invoice from newspaper for space cost only is required along with tear sheet of advertisement for 50% reimbursement to tour operator. Subject to approval by PA Dutch CVB prior to placement in media. Advertising that displays competitive products in ads or on promotional materials will not be reimbursed.

(2) **Printed postcards** (sample attached)

The PA Dutch CVB will supply customizable postcards promoting the destination. Reverse side is blank for full customization by tour operator with tour itinerary and call to action. Tour operator assumes custom printing costs and direct mailing costs as appropriate.

(3) **E-Blast template** (sample attached)

The PA Dutch CVB will supply tour operator with electronic e-blast template that is fully customizable with tour operator's sales message.



**Questions?**  
Contact Audrey Bialas, PA Dutch  
CVB, at 717-735-1640 or  
abialas@padutchcountry.com

## U-PICK CO-OPERATIVE PARTNERSHIP APPLICATION

Contact name \_\_\_\_\_

Tour company \_\_\_\_\_

Email address: \_\_\_\_\_ Phone number \_\_\_\_\_

Tour Name \_\_\_\_\_

Arrival and departure dates: \_\_\_\_\_

### Check co-operative support requested:

<input type="checkbox"/> <b>Newspaper advertisement template</b>  _____ " x _____ "      \$ _____      _____ (Ad Size)                      (Earned inch rate)      (# of placements)  _____ (name of publication)
<input type="checkbox"/> <b>Postcard</b> _____ (quantity)
<input type="checkbox"/> <b>e-blast template</b>

Authorized signature \_\_\_\_\_

**Please fax application to Audrey Bialas, PA Dutch CVB, 717-299-0470**  
Questions? Contact Audrey at 717-735-1640 abialas@padutchcountry.com