

Northumberland
the
land
that's just as
good with
the lights
off

Northumberland offers stargazing heaven and you don't need to be an expert or have an expensive telescope to enjoy this natural beauty. Northumberland International Dark Sky Park covers 572 square miles and is the largest dark sky park in Europe, with pristine skies. You can enjoy dark skies throughout Northumberland; the Northumberland Coast is perfect for seeing the stunning Aurora Borealis.

We'd like to introduce you to our forthcoming Marketing & PR Campaign, 'Northumberland the land that's just as good with the lights off', running from October 2017 to February 2018.

The 2017/18 campaign will focus on the contrasts of day and night in Northumberland, including things to do, places to go and where to stay.

Marketing Campaign¹

- Microsite located on visitnorthumberland.com - featuring the campaign partners; will encourage visitors to discover more about the county's offer and enter the competition. The microsite will be live from October 2017 to February 2018 offering prolonged exposure for campaign partners. All marketing will direct to the microsite.
- Campaign featured on the visitnorthumberland.com home page
- External advertising - currently being negotiated
- PR supporting the campaign
- Advertisements in appropriate magazine(s)/paper(s) - currently being negotiated
- Social media promotion, including paid for promotion, via Facebook, Twitter and Instagram, #NlandStars
- Campaign email marketing

2016 Campaign Research

66% of people surveyed following the campaign were planning to visit.

45% of those that visited said seeing the campaign probably or definitely turned a possible visit into a certainty.

Average Length of Stay

5 nights



Advertising graphic from our 2016 campaign (Artwork will change for 2017)

25% of those that visited said seeing the campaign influenced them to stay longer or come back for another visit.

Campaign Partners²

You can be part of the 2017/18 campaign for an investment of only £150 (ex VAT)

Bronze Partner - For an investment of £150 (ex VAT), campaign partners will:

- Feature on the campaign microsite on visitnorthumberland.com to which all marketing will be directed²



Stonehaugh (Tony West)

Silver Partner - For an investment of £500 (ex VAT), campaign partners will ALSO benefit from:

- Campaign email marketing linking back to the campaign microsite
- Inclusion in social media promotion across Facebook, Twitter and Instagram
- Inclusion in itineraries featured on the microsite

Gold Partner – For an investment of £1000 (ex VAT), campaign partners will ALSO benefit from:

- Box advert on the [visitnorthumberland](http://visitnorthumberland.com) homepage – rotating between campaign partners
- Opportunity to provide blogs
- Sponsorship of an email newsletter – includes header image and feature story
- Prioritised in campaign PR
- Opportunity to provide prizes for the campaign competitions and therefore have access to the details of competition participants



Battlesteads Observatory

Platinum Partner – Only available to one business.

For an investment of £2500 (ex VAT), campaign partners will ALSO benefit from:

- Inclusion in external marketing including imagery (High quality, relevant imagery must be supplied)
- Bespoke newsletter sent to our full database (Over 60,000 contacts)

**To become a campaign partner, or for further information
please contact Cris Brown
at cris.brown@northumberlandtourism.co.uk or on 01670 794 525**

¹Please note there may be changes to the media used

²Businesses must have a listing on visitnorthumberland.com to become a Partner