



SCOPE OF WORK FOR THE CITY OF SONORA

PRESENTED BY VISIT TUOLUMNE COUNTY
FISCAL YEAR 2026 - 2027

ADVERTISING

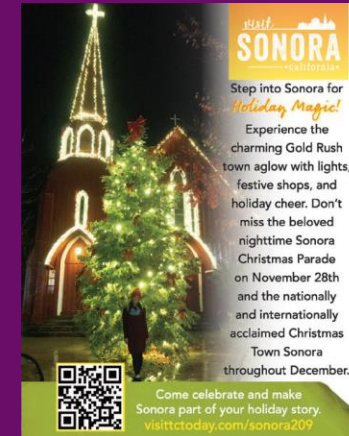
NEW: VISIT CALIFORNIA NEWSLETTER
SPONSORSHIP - \$3,000

PRINT ADS - \$7,500

DIGITAL ADS - \$8,600

SOCIAL MEDIA ADS - \$3,250

DIGITAL GATEWAY BILLBOARDS - \$3,360





FAMILIARIZATION TOURS

FAMILIARIZATION TOURS (TRADE OR MEDIA) - \$5,000

- Costs of hosting may include lodging, meals, activities, and costs associated with transportation.

FILM INDUSTRY FAMILIARIZATION TOURS (TRADE OR MEDIA) - \$800

- VTC will lead a film familiarization trip Sept. 25th - 28th, 2026, hosting six location scout managers from the film industry to showcase Tuolumne County and introduce them to potential filming locations, including Sonora.

A collage of various covers of the Tuolumne County Travel Guide. The top left shows the 2015 cover with the title 'TUOLUMNE' in large purple letters. Other covers show sections like 'Outside', 'Shopp', 'One Dest', 'Authentic', 'hiking', 'off roading', 'gold', 'Spectacul', and 'hiking off roading gold'.

PROGRAM CO-OPS



ADVERTISING AGENCY - \$49,000

- KHM is an award winning destination marketing agency specializing in travel and tourism. This cost represents account management, digital media management, and creative services.

DESTINATION VIDEO - \$5,000

- VTC is contracting KHM for a full production, two-day shoot resulting in a county – wide destination video, which includes Sonora.

VOYAGE SIGNAL - \$2,500

- Voyage Signal will provide VTC with data-driven, real – time, high valuable insights that connect website and media management directly to actual visitation, campaign impact, and booking conversions.

TUOLUMNE COUNTY TRAVEL GUIDE - \$7,000

- Every year, VTC creates and distributes the official Tuolumne County Travel Guide. This cost includes a portion of creation, printing, distribution, and postage.

PROGRAM CO-OPS



INTERNATIONAL MARKETS - \$4,800

- VTC will have international representation in the UK/Ireland and Mexico markets.

PUBLIC RELATIONS PLATFORM- \$2,500

- This cost includes the Muck Rack platform, that distributes media pitches and press releases. Included are the costs for media conferences.

VTC WEBSITE - \$4,500

- This cost represents account management, digital media management, and creative services.

MOBILE TRAIL HOSTING AND MAINTENANCE - \$3,000

- VTC hosts and maintains four mobile trails (digital passports) that help introduce visitors to destinations throughout the county, including the Sonora selfie trail.



SHARED MARKETING COSTS



TRAVEL CONSUMER AND TRADE SHOWS - \$4,000

- VTC participates in annual travel consumer and trade shows where the team is able to conduct meaningful one - on - one conversations to promote the county, including dedicated efforts to showcase the City of Sonora as a key destination.

DUES AND SUBSCRIPTIONS - \$1,155

- To leverage our partnerships and marketing reach, VTC belongs to several important industry associations, such as CalTravel, the U.S. Travel Association, and One West Tourism Alliance, among other national and regional organizations. Each association is relevant to the success and growth of VTC.

CREATIVE DESIGN- \$500

- VTC works with a graphic designer for creative services for ads that are placed in-house, logos for special campaigns, and designs for merchandise and promotional items.

EDUCATION/CONFERENCES - \$1,470

- To keep up with the industry and marketing trends VTC attends industry conferences. These conferences introduce the team to new products, ways of doing business, and of course the latest market research and tourism trends.

A collage of various travel brochures and maps for Tuolumne County. Visible text includes 'TUOLUMNE', '2024 Tuolumne County Travel Guide', 'Outside', 'Shopp', 'One Dest', 'Authentic Go', 'Yosemite National Park', 'Gold Country', 'High Sierra', 'hiking', 'off roading', 'gold nat', 'hiking', 'off roading', 'gold nat'.

SHARED MARKETING COSTS



OFFICE EXPENSES - \$10,000

- These costs include rent, utilities, office expenses, and other costs associated with operating the VTC Visitors Center and staff offices, which are located in downtown Sonora.

PAYROLL - \$40,000

- This cost is associated with staff time that will be dedicated to the City of Sonora marketing projects and includes salary, benefits, and payroll services.



THANK YOU!