



## Working with GPT Unique Kiwi PromotionNZ

Thank you for signing up for a 'New Zealand Comes to Town' promotion, a unique way to give your clients a first-hand experience of NZ coach touring. We now need to get an understanding of how you plan to promote it. In addition to your own ideas, below are some to also consider before filling out the form (reverse) detailing your marketing plan.

### LOCAL ADVERTISING

- Consider advertising in your local newspaper, radio or TV station.
- GPT can provide print artwork free of charge and have radio scripts and some footage for TV ready to go.
- GPT can provide editorial to submit to local publications.
- Your GPT BDM can be a guest speaker and talk about the event on your local radio station.

### ONLINE ADVERTISING

- Do you have an eNewsletter?
  - Do you have a facebook page or website?
  - Spiels, graphics, video and images are available for promotions.
- Download via [gptnzNOW.com](http://gptnzNOW.com)

### MARKETING COLLATERAL

- GPT can provide personalised A4 flyers, A3 posters and X banners.
- Personalised email banners and eDM banners.



## NZcomestotown.com

This dedicated event site gives you the ability to manage and promote your event + sign up and collect RSVPs with ease!

- Featuring a dedicated URL (address) personalised with your agency details and everything clients need to know about your event. They can also refer friends, generating extra RSVPs.
- Inbuilt reminders will be sent 2 days prior to the event to all who have confirmed.
- You will be given a secure login allowing you access to the RSVPs and your clients information which can all be downloaded.

*GPT will never use this data for marketing purposes.*

**Our commitment: GPT will contribute 50% towards the cost of approved joint marketing initiatives.**

# Joint Marketing Proposal



**SUBMIT**

COMPLETE APPLICABLE AREAS OF THIS FORM. This can be adapted after submission.

RETURN TO: NZCTT@grandpaciftours.com.au

## AGENCY DETAILS

Agency name	Contact
Address	
Telephone	Email

## LOCAL ADVERTISING

<input type="checkbox"/> Print	<input type="checkbox"/> TV	<input type="checkbox"/> Radio
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## ONLINE ADVERTISING

<input type="checkbox"/> eNewsletter	<input type="checkbox"/> facebook	<input type="checkbox"/> Website
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## PROMOTION & EVENTS

<input type="checkbox"/> Do you have a group with GPT?	
<input type="checkbox"/> Do you hold a Travel Expo?	Date
<input type="checkbox"/> Do you work with local Probus or Lawn Bowls Clubs?	

## COLLATERAL

<input type="checkbox"/> A4 flyers	<input type="checkbox"/> A3 posters	<input type="checkbox"/> X Banner	<input type="checkbox"/> Email Signature	<input type="checkbox"/> Facebook Tile
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## ANY OTHER DETAILS?

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## KEY MARKETING CONTACT

Fiona Hocking  
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or fiona@gptnz.com



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