

DISCOVER FRANKSTON

PARTICIPATION PROGRAM RATE CARD
2020 - 2021

FOR TOURISM BUSINESSES IN THE SOUTH EAST REGION

LEVERAGE OUR LOCALS AND VISITORS

Participate with Discover Frankston and
take your business further



11k+ followers on
Facebook
Discover Frankston



6.9k+ followers on
Instagram
Discover Frankston



140k hits annually
discoverfrankston.com
New Discover Frankston App



3k+ subscribers to the
Frankston Enjoy Every
Moment e-newsletter



Frankston City is home to
140k+ residents, and
attracts over 900k visitors
per year



30k+ enquiries to the
Frankston Visitor
Information Centre each
year

PUT YOUR BUSINESS ON THE MAP

APPLY ONLINE TODAY

discoverfrankston.com/dfparticipation



OUR PROMISE IS TO GROW YOUR BUSINESS WITH YOU



Personalised customer service, face-to-face advice and referrals



Save time so you can focus on your business



Brand development and awareness



Drive sales through targeted campaigns



Increase in foot traffic

RATES

1 BASE PACKAGE \$200 INC GST

VALID UNTIL 30 JUNE 2021

- 1 x business website listing on discoverfrankston.com
- 1 x business listing on Discover Frankston App
- Customer service and 1 x DL brochure display at the Frankston Visitor Information Centre (open 362 days/year)
- Opportunity for relevant content to be shared/included across school holiday guides, local campaigns, social media (Discover Frankston), print material and e-newsletter
- Local business updates and industry news (Invest Frankston and Frankston Enjoy Every Moment)

**HAVE A PARTICULAR EVENT, PROGRAM OR CAMPAIGN?
TAKE A LOOK AT OUR ADD ONS**

A LET'S GET SOCIAL UPGRADE* \$300 INC GST

Valid until 30 June 2021

- 1 x dedicated social media post (across the Discover Frankston Facebook and Instagram page)

B COVERAGE KING UPGRADE* \$600 INC GST

Valid until 30 June 2021

- 1 X Enjoy Every Moment e-newsletter feature dedicated to your business campaign or program
- 1 x dedicated social media post (across the Discover Frankston Facebook and Instagram page) including \$100 boost
- 1 x dedicated website tile on discoverfrankston.com home page (valid for 4 weeks)

**FOR MORE INFORMATION,
TERMS AND CONDITIONS AND TO APPLY
DISCOVERFRANKSTON.COM/DFPARTICIPATION**

Frankston City Council | Tourism

Email: tourism@frankston.vic.gov.au | Phone: 1300 322 842

*Upgrades only available in conjunction with the Base Package



FRANKSTON
Enjoy EVERY MOMENT

DISCOVERFRANKSTON.COM