

In-Market Marketing for Visiting Friends and Family

While Trumbull Tourism's marketing efforts aim to drive visitors and visitor spending to the County, recent research highlighted that 49% of visitors coming to Ohio are visiting friends and family. This statistic makes it important that our regional residents know all of the cool things there are to see and do in Trumbull County when these folks come to stay on the couch!

We offer several options for promoting your business and services in the Warren, Sharon, and Youngstown regions. Check out these options to add to your marketing efforts in 2024.

★ #TrulyTrumbull @ the Front Gate

Description: Trumbull Tourism has expanded its partnership with the Mahoning Valley Scrappers this year to provide our partners with opportunities to greet ballpark fans inside the front gate! We have a room that will be decked out with brochure racks and a screen highlighting our Trumbull County experiences, and you can rent the room (a super affordable \$50) for a game and promote your business there!

There are 40 games in the season and an average of 2,000 people each game.

Opportunity #1: Brochure Distribution:

Provide 200 of your 2024 brochures to be included in the racks. #TrulyTrumbull @ the Front Gate room will be open for every home game.

Partner Requirement: The Trumbull Tourism Office must receive 200 brochures of any size up to 8.5" x 11" before May 1, 2024.

Trumbull Tourism Marketing Investment: Trumbull Tourism pays a sponsorship to subsidize this marketing opportunity for our county partners.

Partner Cost: FREE

Contact: Kimmer Wolfinger at Kimmer@TrulyTrumbull.com



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- ★ #TrulyTrumbull @ the Front Gate (continued)

Opportunity #2: Take the Space:

Your organization or event can have this prime location at the Front Gate Entrance at any Scrappers Game, Special Event, or other activities at the Stadium. Take this opportunity to promote your event, organization, or business with an activity, food or drink tasting (will need to be approved by the Scrappers and appropriate health department licenses required), or anything within reason to draw attention, interest, and marketing.

We will have a dry-erase wheel if you want attendees to spin for prizes, two 6-foot tables, and six chairs. A brochure rack with things to do in Trumbull County, including Truly Trumbull Trip Ideas. A television screen that will run Trumbull Tourism videos and a counter facing the Front Gate and Concourse.

Partner Requirement: A reservation and payment of \$50 must be made in advance. Any dates not secured by May 1st will be made by email announcement. ***Dates are on a first-come-first-serve basis.

Trumbull Tourism Marketing Investment: Trumbull Tourism pays a sponsorship to subsidize this marketing opportunity for our county partners.

Partner Cost: \$50 per game

Contact: Samantha Ensminger, Marketing Manager, at Samantha@TrulyTrumbull.com or Kimmer Wolfinger, Partnership Manager, at Kimmer@TrulyTrumbull.com

