

# In-Market Marketing for Visiting Friends and Family

## ★ 2024 Valley Spotlight Segment: Truly Trumbull Trip Ideas

**Description:** Trumbull Tourism sponsors a show segment dedicated to sharing information about Trumbull County Visitor Experiences in April - November 2024 episodes. Each segment runs for 2-3 minutes. Original Valley Spotlight shows run once every two weeks, and the alternate week is the re-run of the previous week. Segments feature the brand “Truly Trumbull Trip Ideas for Visiting Family and Friends.” The opening will feature Trumbull Tourism staff teeing up the segment.

Each episode reaches an average of 20,000 households via broadcast, and it is also tagged and promoted on Facebook, YouTube, and the Valley Spotlight Roku channel.

**Partner Requirements:** Complete a partnership form, and priority will be given to organizations and events not featured recently on the show and those with the best stories. The partner acknowledges Trumbull Tourism in social media, email, and other marketing where you promote your piece.

**Trumbull Tourism Marketing Investment:** Trumbull Tourism pays a promotional fee for our County partners to participate in this program segment.

**Partner Cost:** FREE

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**Amp up Your Marketing Efforts in 2024**

