



**BENEFITS OF BEING A MEMBER OF FRONTIER COUNTRY IN 2017**

Frontier Country Marketing Association allows you the opportunity to advertise your events and attractions through money-saving cooperative marketing programs. FCMA's innovative staff works to produce and showcase cutting edge materials that best represent its membership to tourists in local, regional and national markets. Marketing seminars are also provided to enhance member-marketing programs. As a full-service marketing and public relations office, Frontier Country members receive valuable exposure to local and out-of-state visitors.

**AS A MEMBER OF CENTRAL OKLAHOMA FRONTIER COUNTRY YOU RECEIVE THESE COMPLIMENTARY SERVICES:**

- Money-saving promotional opportunities offered on a fiscal year basis through the Frontier Country Marketing Package
- Complimentary media relations/public relations assistance and media distribution
- Complimentary business and calendar listings in the Frontier Country Travel Guide. Printed annually in December.
- Year-round exposure via distribution of the Frontier Country Travel Guides through Certified Folders Display Service, Travelers Aid and the Oklahoma Welcome Centers.
- Complimentary listing in the Frontier Country Calendar of Events monthly press releases
- Complimentary website links, calendar listings and brochure requests on [oktourism.com](http://oktourism.com) and Frontier Country's mobile website
- Special media promotional opportunities
- Complimentary attendance to periodic "Hour with an Expert" meetings
- Complimentary government relations assistance
- Frontier Country exclusive marketing products
- Discounted rates on advertising
- Media blitz opportunities
- Discounted travel show opportunities both regionally and nationally
- Complimentary graphic design work for advertisements placed in FCMA partner publications and all in-house marketing materials
- Discounted graphic design work through our graphic designer for your business
- Access to FCMA partner vendor lists for additional savings on miscellaneous marketing promotional materials and services

**OUR MISSION:**

To promote, sponsor and develop projects which will advance the economic growth of the tourism industry within central Oklahoma through strategic marketing for the benefit of our membership.

**OUR IMPACT:**

Our cooperative approach to tourism marketing expands each of our member's marketing budgets allowing FCMA to leverage the total cost of marketing projects. Projects such as television/radio commercials, print/digital advertising, brochures, sponsorships and website development increase the visibility of tourist attractions within central Oklahoma.

Know that our door is always open and the coffee pot is always on! Whenever you're in the area, drop by and visit! We will continue to visit our 12 counties and maintain and grow our membership throughout the coming year. We are only a phone call or e-mail away! You provide us the tools we need to properly market Central Oklahoma as well as bring visitors to central Oklahoma and we thank you!

Sincerely,

*Sherri Rogers*  
Executive Director

*Jana Jo Ivy*  
Marketing & Graphic Design Director