

BACKPACKER GUIDE TO
CREATIVITY IN VERMONT

ADVERTISING PARTNER CASE STATEMENT

2018

creativermont.co



Facilitating discovery and connection across Vermont's growing creative economy ecosystem.



Welcome

Thank you for considering the Backpacker Guide as vehicle for connecting and growing Vermont's increasingly significant creative economy. Our ambition at the Guide is to generate a new narrative about Vermont's value proposition as a state. We want to be the premiere on-ramp for anyone looking for information about and access to Vermont's growing community of creatives – from artists and designers to dancers and game designers, coders to brewmasters and writers. Together we can welcome new actors to the state while helping to connect those already working here - with the goals of fostering more dense networks, increased collaboration, and a growth in creative output to support the well-being of our state.

Connecting Freelancers, Founders, and Employees

The Backpacker Guide reaches over 1,000 monthly subscribers and visitors to the website.

The Backpacker Guide targets visitors in nine high value growth sectors that demonstrate significant movement in at least three directions: freelance work, startups, and job seekers.

Freelance work is at the heart of a restructuring of the U.S. economy that will see more than 50 percent of workers engaged in some form of independent work by 2020. Many seek to break their isolation.

These workers are attractive to Vermont because they disproportionately benefit service-based Main Street enterprises such

as coworking spaces. Freelancers also bring strong wage earnings and lower overhead requirements than many other forms of work.

Furthermore, freelancers contribute to the growth of startups – many will start their own businesses, and others will support the success of other founders. Both are good for Vermont’s creative economy as the rise in entrepreneurial “churn” will generate livelihoods and regional economic health.

Finally, the Backpacker Guide will be a useful entry point for workers who seek employment in industries where knowledge and creativity are prized qualities – in design and illustration, film and video, craft manufacturing, and related fields.

Independent creatives generate the background culture against which popular culture, entrepreneurship and a vibrant “quality of life” are defined.

Startups generate new ideas in the marketplace, capture new and often innovative areas of value creation, and create jobs that retain and attract workers with emergent skills.

Growth companies in the creative sector are often some of the most vibrant and dynamic places to work, appealing to the aspirations of skilled and entrepreneurial workers.

Partnership Rates

Advertising plays an essential role in sustaining The Backpacker Guide’s presence and visibility. With a growing online and social media presence, the Guide offers a strong strategy to raise the visibility of our story and our partners. This includes:

- Website content optimized by sector, geographically targeted
- > 1,130 email subscribers
- > 10,000 monthly Facebook viewers, boosted content
- > 6,000 combined audience through Backpacker connectors and influencers

Exclusive Content Partner	Sole presenter, content page*	<ul style="list-style-type: none"> • Single footer logo, recognition text • Monthly editorial blog content • Monthly email logo placement • Monthly boosted Facebook content • Monthly sponsored Instagram post 	\$1,250/yr
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Paired Content Partner	Shared presenter, content page*	<ul style="list-style-type: none"> • Shared footer logo • Quarterly email logo placement • Quarterly editorial blog content • Quarterly boosted Facebook content 	\$500/yr
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Site Content Partner	Logo placement, sponsor page	<ul style="list-style-type: none"> • Shared footer logo • Quarterly email logo placement • Quarterly boosted Facebook content 	\$250/yr
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Content Partner	Content partner for blog content	<ul style="list-style-type: none"> • Logo placement on the blog • Facebook boost for sponsored content • Instagram post for sponsored content 	\$25/mo
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* Sponsored content pages include Discover, Explore, Creative Sector, Creative Zones, Work, and Start pages. View these pages at <http://createinvermont.com>



Join with Us

Lars Hasselblad Torres, Creative Principal
Backpacker Guide to Creativity in Vermont

Phone: 802-595-0605 | Email: lhtorres@gmail.com

www.createinvermont.com

