



Criteria for Benefits from Sponsorship
Of the Catskill Mountains Scenic Byway – 2016
Towns of Olive, Shandaken, Middletown, Andes
Villages of Fleischmanns and Margaretville

PURPOSE: To offer benefits and thanks to those Sponsors who provide support that will help to increase visitor travel to our region. Increased tourism visits will expand job growth, enhance business opportunities and strengthen the regional identity as a destination for travel

The Catskill Mountains Scenic Byway Official Sponsorship Benefits:

\$250 – Logo recognition on the www.sceniccatskills.com website for one year and is renewable. Business window signage will be provided to each sponsor.

\$500 – Logo recognition on the www.sceniccatskills.com website, on the CMSB brochure (10,000), in press releases and printed ads for a year. Renewable as above. Business window signage will be provided to each sponsor.

\$1,000 or more – Logo recognition on the www.sceniccatskills.com website, on the CMSB brochure (10,000), in press releases and printed ads for one year and is renewable. Online advertising on www.watershedpost.com, use of online newsletters for Travel Get Away promotions news include logos and links to sponsor websites.