



Here's an expanded **\$100,000 marketing budget** based on the strategies in our marketing plan. This version allows for more robust advertising, content creation, and outreach efforts.

### **Sunnyside Tourism Marketing Budget - \$100,000**

1. **Website Development & Maintenance** – \$15,000
  - Enhanced design and functionality for tourism website
  - SEO optimization and regular content updates
  - Hosting, security, and technical support
2. **Digital Marketing & Advertising** – \$25,000
  - Increased ad spend for social media platforms (Facebook, Instagram, TikTok)
  - Google Ads and search engine marketing for targeted promotion
  - Retargeting campaigns to capture potential visitors
  - Event-specific landing pages and paid promotions
3. **Public Relations & Media Outreach** – \$10,000
  - Comprehensive PR strategy, including press release distribution
  - Sponsored media placements in regional and national outlets
  - Media relations and event press coverage coordination
4. **Video & Content Creation** – \$15,000
  - Professional videography for event highlights, promotional clips, and testimonials
  - Drone footage for showcasing Sunnyside's landscape and attractions
  - Behind-the-scenes storytelling and local business spotlights
  - High-quality photography for web and social media content
5. **Traditional Advertising (Print, Outdoor, Radio)** – \$15,000
  - Billboard advertising along major highways leading to Sunnyside
  - Expanded print marketing in regional travel and tourism magazines
  - Local and regional radio campaigns promoting major events
  - Visitor brochures and professionally designed tourism guides
6. **Community Engagement & Partnerships** – \$10,000
  - Sponsorships and collaborations with wineries, breweries, and local businesses

- Joint marketing efforts with Yakima Valley tourism boards
- Influencer partnerships for event promotion and social media reach

**7. Event Activation & On-Site Engagement – \$10,000**

- Interactive social media booths and event branding
- User-generated content campaigns, contests, and giveaways
- Live streaming, real-time event coverage, and audience engagement tools

**Total Budget: \$100,000**

This budget expands reach and impact by doubling efforts in digital marketing, traditional media, and event engagement.