ElevateBathurst

EXPRESSION OF INTEREST

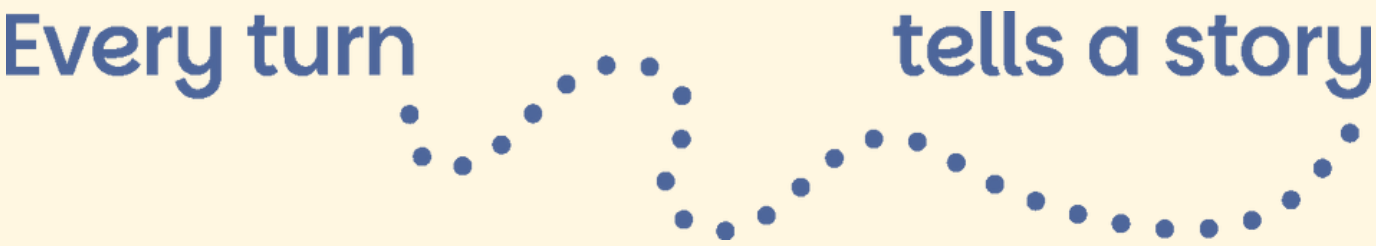
Our Vision: To elevate the Bathurst region profile to ensure we become a premier destination.

Our Purpose: We advocate for the Bathurst region and, through our partnerships, ensure that visitors have an excellent experience. We work with partners to promote our destination and support our industry by providing operators with the information and services they need to succeed.

Participation will be as a business partner which will ensure your business is showcased on the Bathurst & Backroads website.

Our Opportunity:

- Develop, maintain and protect the Bathurst region brand so that it differentiates and enhances our appeal - more than a logo or a tagline.
- Ensure the Bathurst region brand is promoted as a key asset of industry and community.
- Collaborative proactive partnerships.
- Let's work together in building the Bathurst region brand story.



Bathurst & Backroads Partner Tiers:

☐ **Full Partner Integration** – Landing Page integrated into a trail, link to website and ability to participate in destination marketing - $1,800 + GST

☐ **Full Partner** – Landing Page, link to website and ability to participate in destination marketing - $1,500 + GST

(Your provided content will be copy written with the Bathurst & Backroads tone of voice).

Elevate Bathurst Partner Tiers:

☐ Please indicate if you are willing to enter a strategic partnership with Elevate Bathurst and keen for further discussion.

BUSINESS NAME:_____

NAME: _____

SIGNATURE: _____

Please return form to **info@elevatebathurst.com.au**