

**visit altoona**

**JUST OFF CENTER**



VISIT ALTOONA DRIVES VISITORS TO

# our community & your business

Each year, more than **4 million people** visit Altoona, Iowa.

Visit Altoona is an innovative marketing brand that's **helping to grow this number**, by cultivating Altoona's image as Central Iowa's premier entertainment destination.

We use **engaging content, targeted digital advertising, social media, and our website** to engage travelers and encourage them to visit local Altoona businesses.

**As an investor, you can drive visitors to your business and help shape the future of our community.**

## OUR core goals

1. **Attract** visitors to Altoona businesses and increase spending in Altoona.
2. **Market** Altoona as an entertainment and retail destination, driving awareness in key markets.
3. **Grow** the Altoona economy and position our community for future success.
4. **Make** Altoona an even better community for residents and businesses.







# HIGHLY RECEPTIVE target audiences

Visit Altoona utilizes targeted digital advertising, social media, and more to reach key audiences across various demographics.

## Adults

Interested in dining out, drinks, concerts, gambling, traveling, shopping, and more.

## Families

Interested in travel, outdoor recreation, dining, family-friendly entertainment, and more.







VALUABLE AND  
**extensive**  
— **reach**

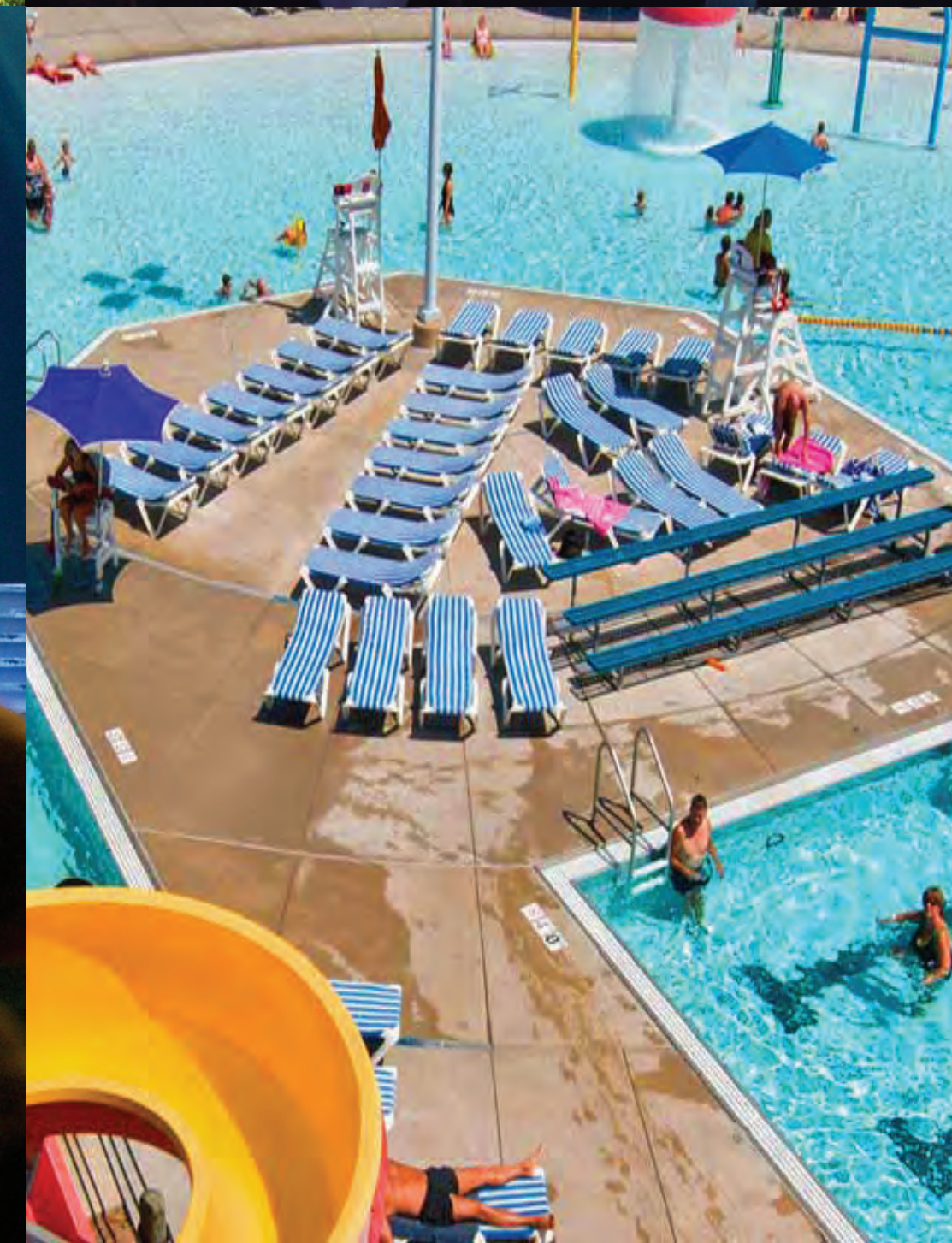
Since 2020, Visit Altoona's reach spans:

**150K+**  
website visits

**8M+**  
digital ad impressions

**5M+**  
social media impressions

**And continues to grow!**







# INVEST TO make an impact ON YOUR business & our community

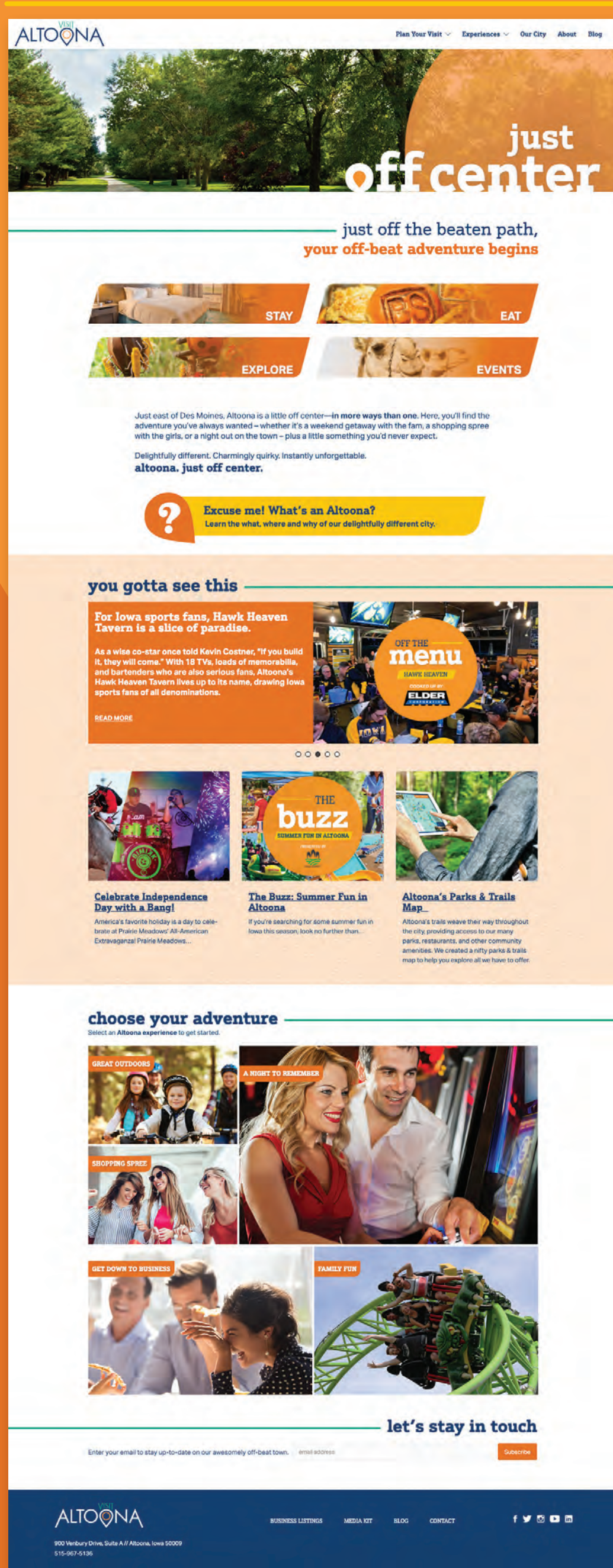
As a member of Visit Altoona, you will help **grow our economy, attract visitors** to Altoona businesses, **take an active role** in shaping our community's future, and receive **exclusive benefits**.

Businesses and community leaders can participate in Visit Altoona at different investment levels, and receive distinct benefits tailored to your needs. All investors are invited to be represented on our Board of Directors.

---

INVESTOR  
**benefits &  
opportunities** 





# INVESTOR benefits & opportunities

## Website Features

**Feature your business** on the homepage of [VisitAltoona.com](http://VisitAltoona.com)

**Publish your sponsored content** on our Blog

**Promote your events** on our Calendar of Events

Receive a **Dedicated Business Profile Page**

## you gotta see this

### Perfectly Unique: STEMS Flower Shop in Altoona

Floral arrangements should be as special as the occasions and people you get them for. STEMS Flower Shop in Altoona understands this simple truth. In fact, they incorporate it into everything they do! Check out the latest episode of "More in Store" featuring STEMS Flower Shop.

[READ MORE](#)



### Celebrate Independence Day with a Bang!

America's favorite holiday is a day to celebrate at Prairie Meadows' All-American Extravaganza! Prairie Meadows...



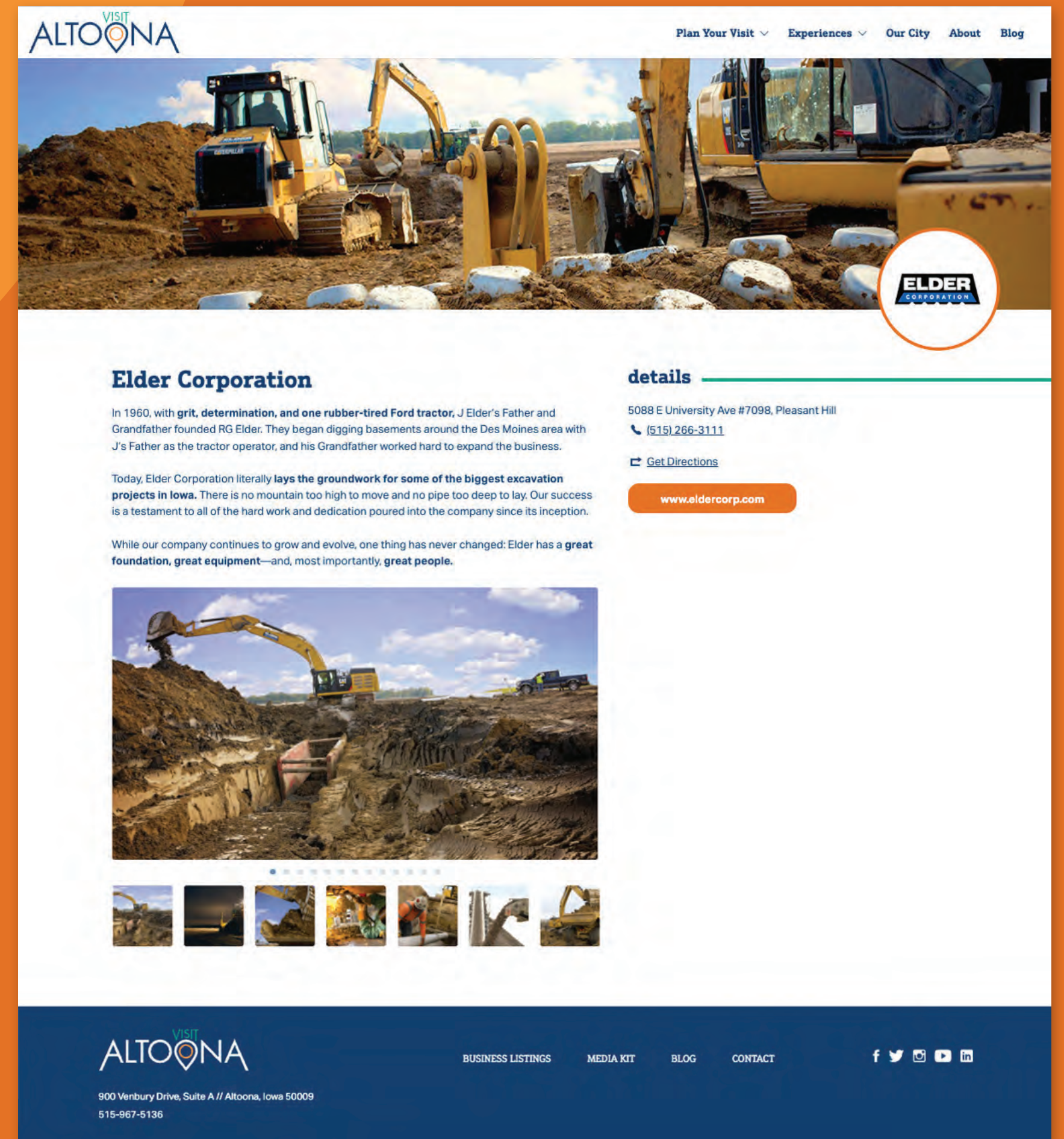
### The Buzz: Summer Fun in Altoona

If you're searching for some summer fun in Iowa this season, look no further than...

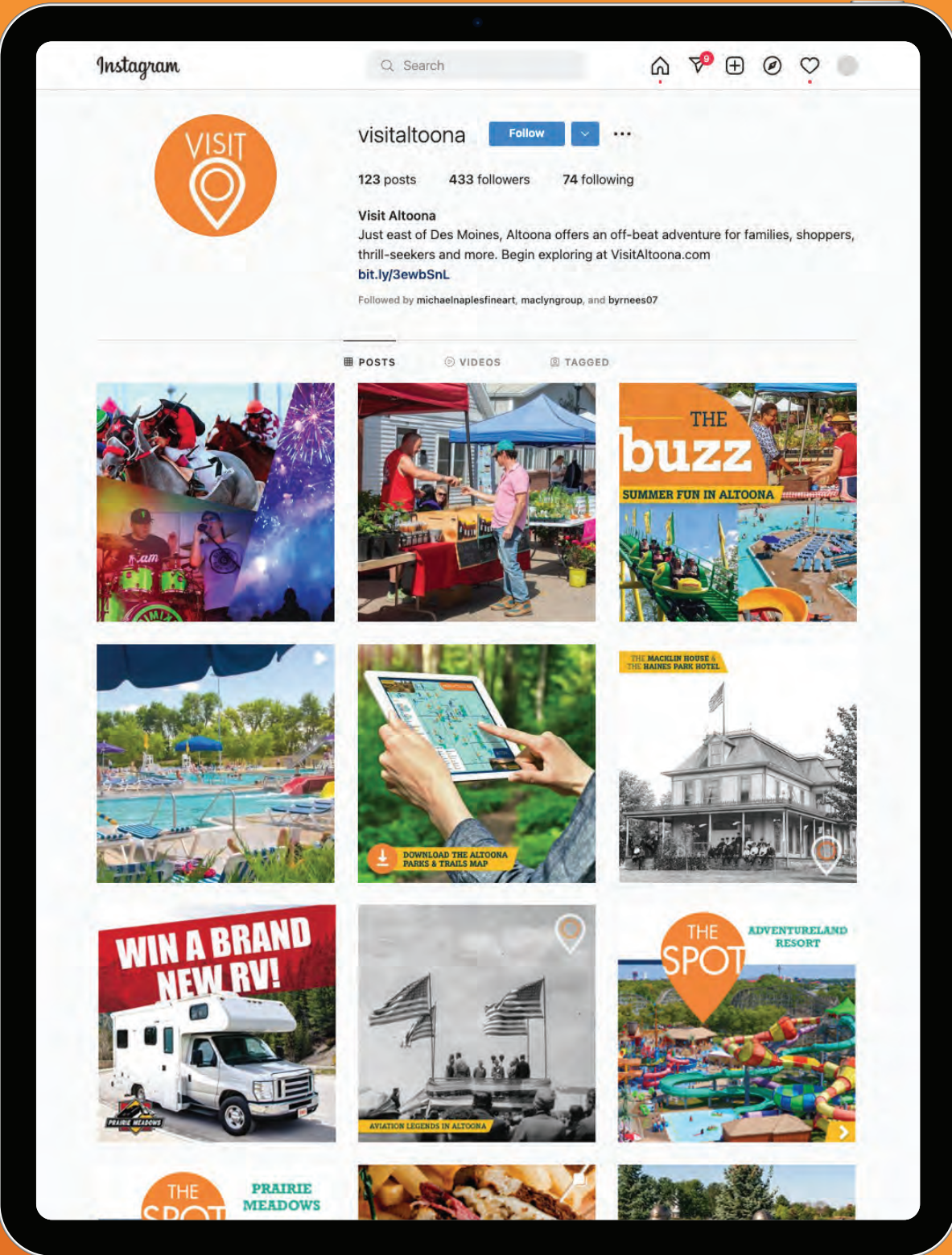


### Altoona's Parks & Trails Map

Altoona's trails weave their way throughout the city, providing access to our many parks, restaurants, and other community amenities. We created a nifty parks & trails map to help you explore all we have to offer.







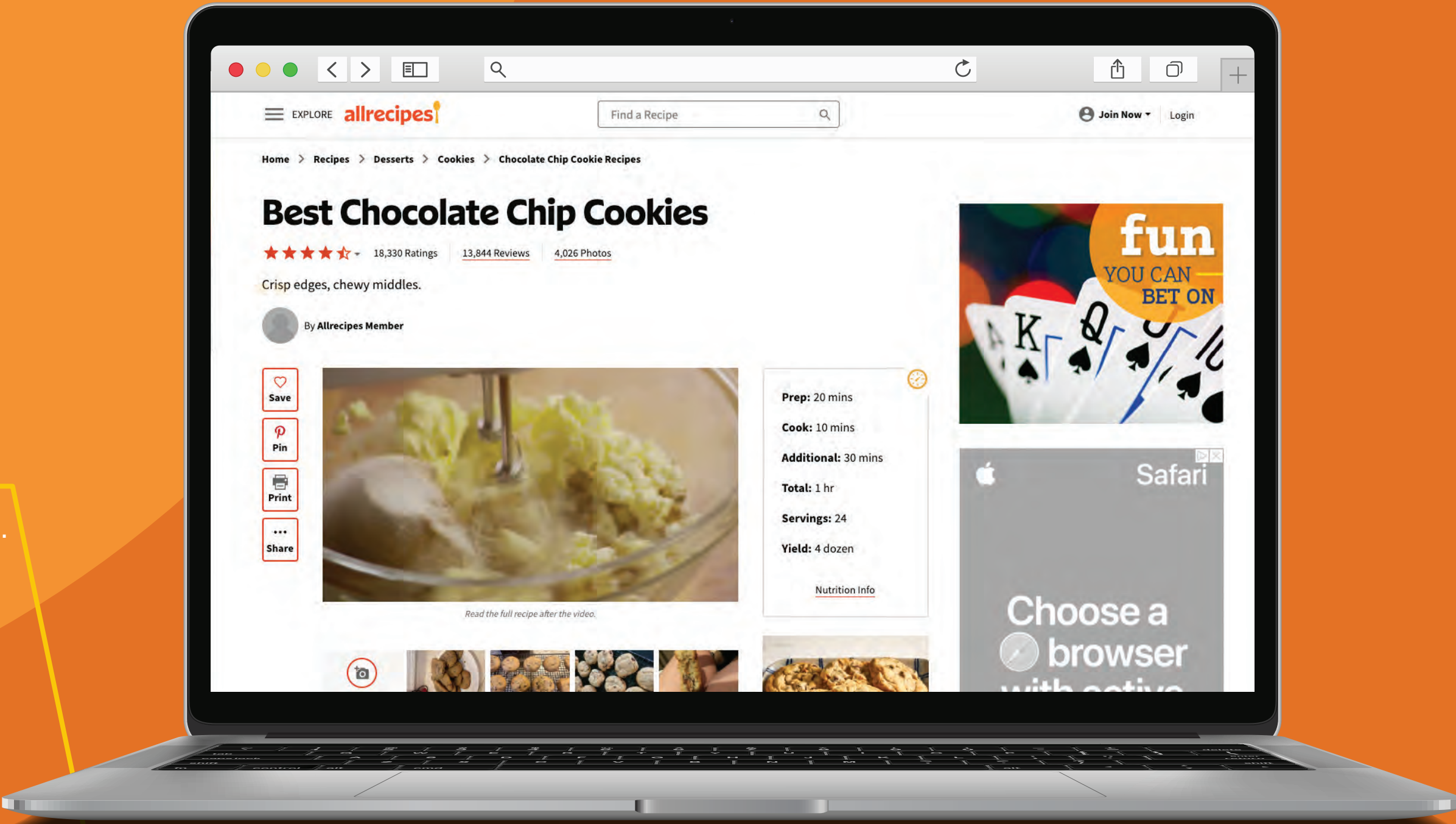
# INVESTOR benefits & opportunities

## Social Media

**Take advantage of our highly engaged social media audience** with sponsored content. We'll post your sponsored content on our blog and social media channels, promoting it to a targeted audience.

## Digital Advertising

**Gain exposure and reach new markets** by being featured in Visit Altoona's targeted digital ad campaign.



EXAMPLE OF A MULTI-SCREEN DIGITAL GIF





# INVESTOR benefits & opportunities

## Sponsored Content Features

**Gain exclusive exposure** by taking part in one of our ongoing, special content features that showcase the variety of entertainment experiences in Altoona—including popular food, must-see events, shopping, recreation, and more. **A limited number of sponsorship opportunities are available for these popular features.**



## FEATURE

### "Off the Menu"



## DESCRIPTION

In each episode, we'll visit a different restaurant to sample food, talk to the chef, and see what makes them special.

## SPONSOR

Elder Corporation



City of Altoona



### "Off the Beaten Path"



In each episode, we'll explore a different park, trail, recreation space, and more in & around Altoona.

**AVAILABLE**

### "More in Store"



In each episode, we'll visit a different retail shop to explore the unique shopping options in Altoona.

Polk County



### "The Buzz"



In each episode, we'll cover events, restaurants, newly opened businesses, and other Altoona topics that everyone is talking about.





# INVEST IN THE altoona community

**Let's grow, together.**

Join the businesses and organizations taking an active role in shaping our community's future.



**Contact Us to Get Started**

For more information, contact us via email at:

[visit@visitaltoona.com](mailto:visit@visitaltoona.com)