

FINGER LAKES
Wine Country
· NEW YORK STATE ·

2025 Investment Opportunities

As the regional branding organization and unified voice for Chemung, Schuyler, Steuben, Tioga, and Yates counties, as well as the Cayuga, Keuka, and Seneca Lake wine trails, we exist to create interest in and attention for the many attractions and experiences of our region.

We achieve this through strategic and integrated marketing efforts throughout the year, giving our area's businesses valuable exposure across a broad geographic footprint.

Your support helps us achieve our goal and, in doing so, also promotes our counties, lakes, parks, trails, and private businesses, and showcases so much of what our wonderful region has to offer.

THANK YOU FOR YOUR SUPPORT,



**LAURY ELLEN WARD
PRESIDENT**



**CHRISTINA OLDROYD
VICE PRESIDENT,
BRAND DEVELOPMENT**

Investing in the Finger Lakes Wine Country (FLWC) regional brand boosts your business's visibility to a targeted audience. The FLWC website is a key destination for visitors exploring the region – securing prime positioning ensures you're seen first.

The higher your investment, the more prominent your placement on the FLWC website. Increased visibility means more eyes on your business, driving traffic and engagement. In a competitive market, size matters – stand out where it counts.

Positioning is king on the FLWC website. A top spot puts your business front and center as visitors explore the region. A larger presence creates a stronger impact, helping you capture attention and convert interest into action.

Premium Listing

- Top-of-page placement
- Extra-large photo
- Full-width unit
- Featured headline
- Link to dedicated page

Enhanced Listing

- Preferred placement
- Large photo
- Full-width unit
- Featured headline
- Link to dedicated page

Featured Listing

- Placement above Highlighted and Standard Listings
- Medium photo
- Half-width unit
- Featured headline
- Link to dedicated page

Highlighted Trail Listing

- Placement above Highlighted and Standard Listings
- Small photo
- Half-width unit
- Trail icon inclusion
- No headline
- Link to dedicated page

Highlighted Listing

- Placement above Standard Listings
- Small photo
- Half-width unit
- No headline
- Link to dedicated page

Standard Listing

- No photo
- Half-width unit
- No headline
- Link to dedicated page

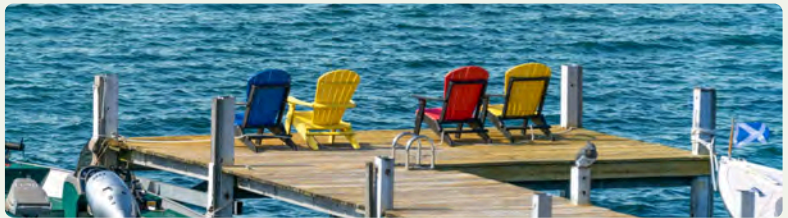


YOUR BUSINESS NAME

0000 Your Address
town, NY 00000
(000) 000-0000

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

[VIEW LISTING >](#)



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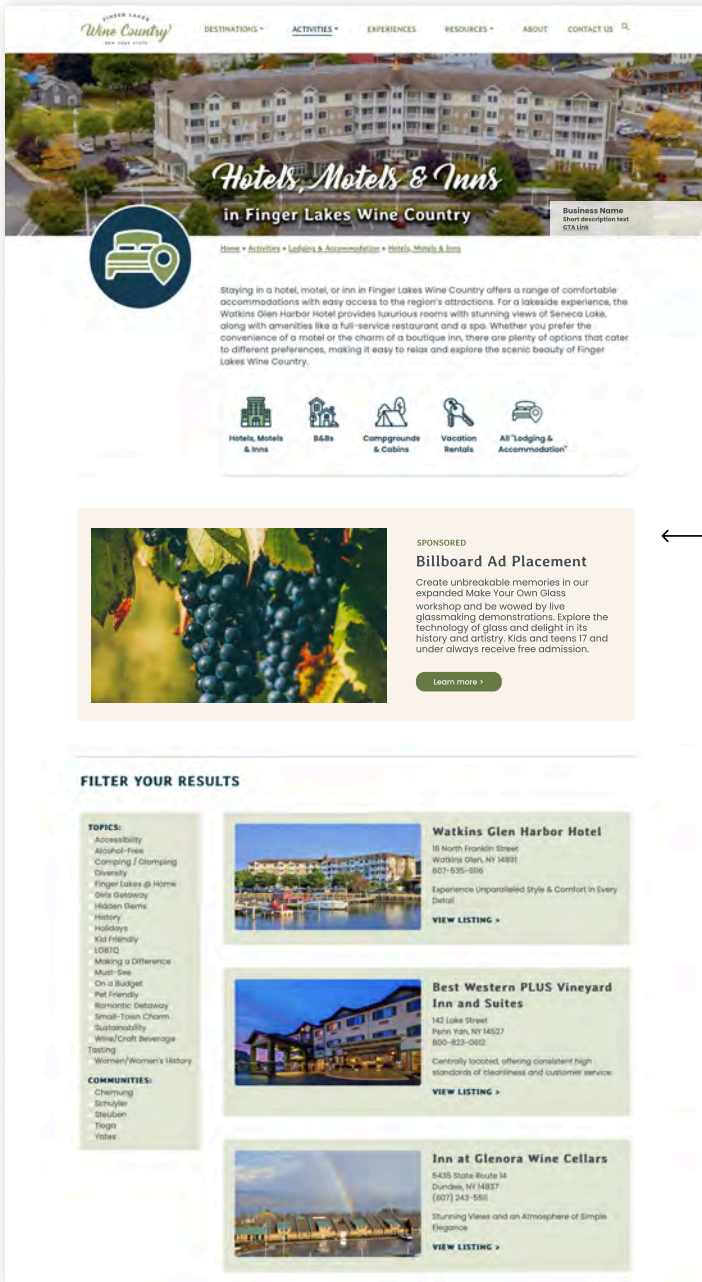
[VIEW LISTING >](#)

Your Business Name

0000 Your Address
town, NY 00000
(000) 000-0000

[VIEW LISTING >](#)

Listings are one thing, but paid positioning is how to make your business stand out. Maximize visibility with Premium Page Sponsorships, Billboard Ad Units, and Banner Ad Units on the FLWC website – securing prime spots ensures your business gets noticed as visitors explore the region.

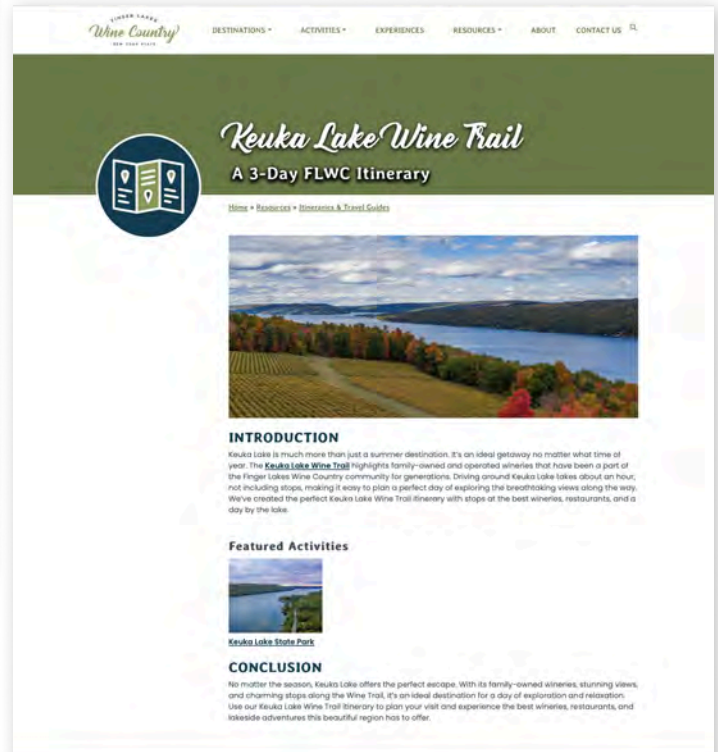


Premium Page Sponsor

- Full-width dedicated mast area
- Photo, headline, and CTA text provided by advertiser
- Link to dedicated page
- Available on pages in Destinations and Activities sections

Billboard Ad Unit

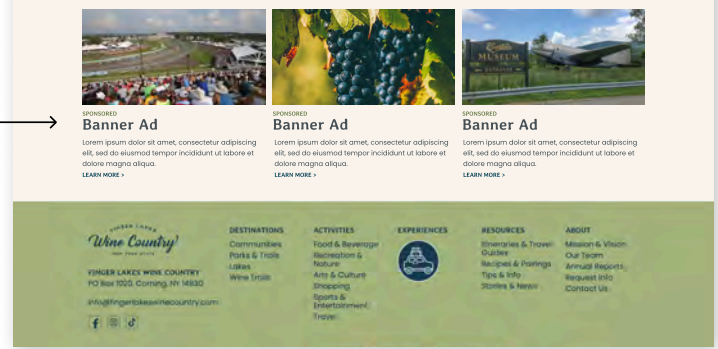
- Above-the-fold placement
- Photo, headline, and short description provided by advertiser
- Link to dedicated page
- Available on pages in Destinations and Activities sections

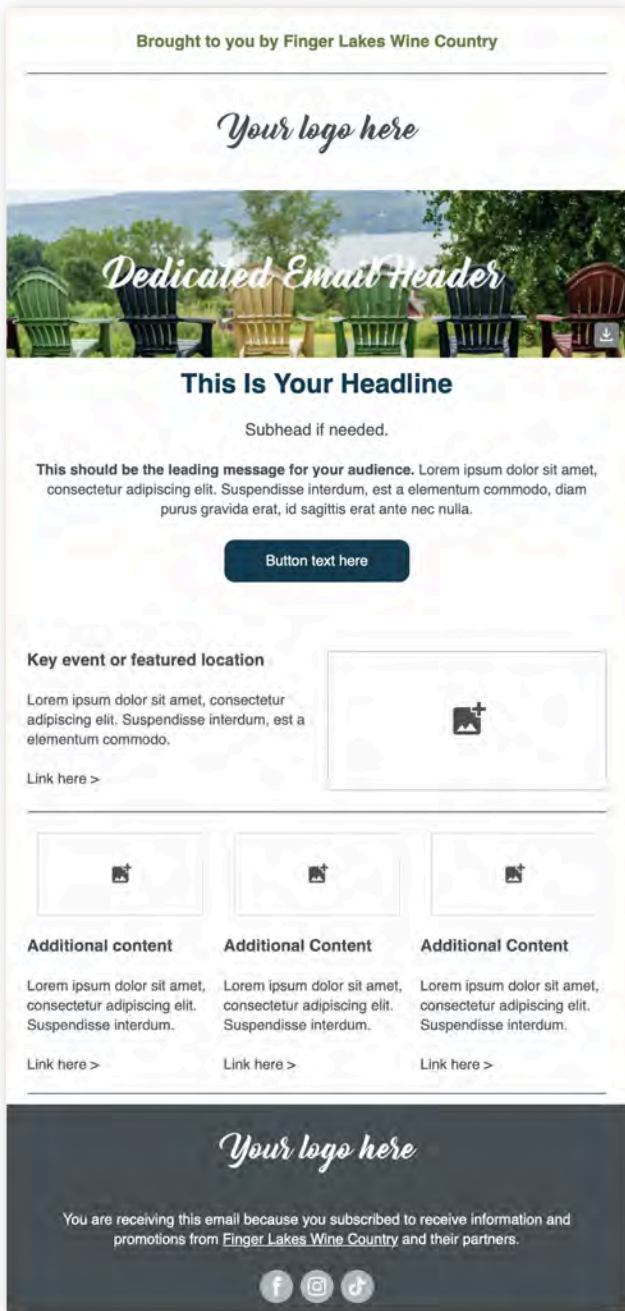


Finger Lakes Wine Country's website advertising is designed to feel "native" – blending seamlessly with the site's content. It doesn't scream advertising; instead, it provides valuable, informative support that positions your business as a trusted "must-see" destination in the region.

Banner Ad Unit

- Placed 3-across above footer
- Photo, headline, and short description provided by advertiser
- Link to dedicated page
- Available run-of-section on pages within Resources section (no targeting)

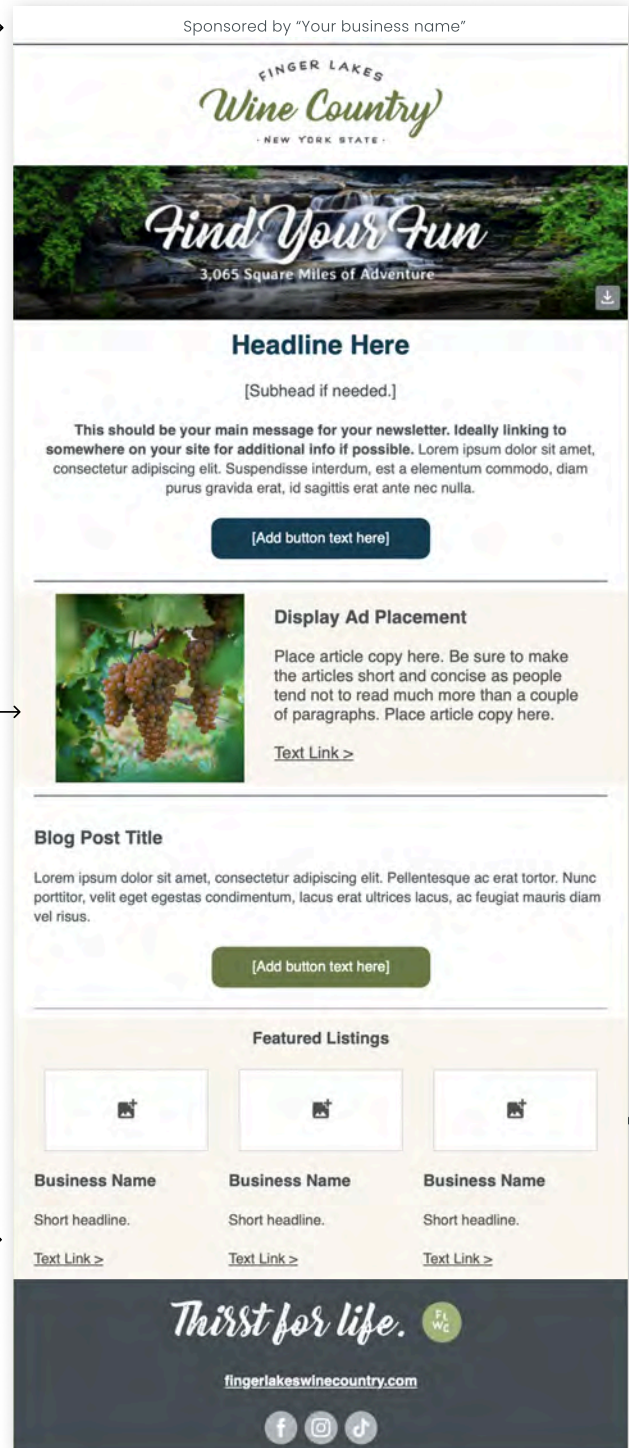




New this year are opportunities to be featured in FLWC's email marketing programs, reaching over 50,000 opt-in consumers monthly. Choose a Dedicated Email spotlighting just your business or join the storytelling through Sponsored Emails or Email Highlights for broader exposure.

Dedicated Email

- Sent to full consumer list or a dedicated segment (pending availability)
- Custom header and footer designed by FLWC's marketing agency
- All content provided by advertiser (subject to FLWC approval)
- Link to dedicated page on FLWC website



Sponsored Email

- Inclusion in a regularly scheduled email campaign (exclusive)
- "Sponsored by" language at top of email
- Display ad in body of email, designed by FLWC's marketing agency
- Content provided by advertiser (subject to FLWC approval)
- Link to dedicated page on FLWC website

Email Highlight

- Inclusion in a regularly scheduled email campaign
- Includes logo and business name, hyperlinked to dedicated page on FLWC site
- 2-3 highlighted activities/businesses per email blast

Content Marketing

FLWC’s research-based, integrated marketing strategy tells the story of both individual businesses and the region, reaching engaged audiences effectively. Content Marketing, housed under “Resources” on the FLWC website, drives engagement with curated Itineraries, Travel Guides, Recipes, Pairings, Tips & Info, Stories, and News. This valuable content connects visitors with the Finger Lakes experience, positioning your business as part of the must-see journey.

DEDICATED ARTICLE

- Minimum 500-word article featuring a single business/attraction
- Written by FLWC staff and/or partners, with input from advertiser
- Photos/imagery submitted by advertiser considered for inclusion
- Categorized in one or more relevant sections
- Link to dedicated listing(s) on FLWC website
- Shared on FLWC social media

ARTICLE INCLUSION

- Dedicated write-up or featured mention within an article (e.g., a B&B highlighted in a 3-day itinerary)
- Written by FLWC staff and/or partners
- Content/imagery submitted by advertiser considered for inclusion
- Link to dedicated listing(s) on FLWC website
- Shared on FLWC social media

Media Relations

FLWC can talk about our region all day, but when a trusted resource — a writer, content creator, or reporter — tells the Finger Lakes Wine Country story, the audience reach and influence grow exponentially. Third-party credibility amplifies the message, making it more impactful and far-reaching. Inclusion in itineraries allows your story to be told.

ITINERARY CREATION

- Unique itinerary experience for media visit
- Created collaboratively between advertiser and FLWC
- Itinerary and resulting press posted on FLWC website
- Itinerary and/or press included in consumer email newsletter
- Shared on FLWC social media

ITINERARY INCLUSION

- Inclusion in an itinerary or travel guide
- Written by FLWC staff and/or partners
- Posted on FLWC website
- Link to dedicated listing
- Possible promotion in email newsletter and/or social media

Social Media Exposure

Exposure across FLWC’s social media channels connects your business with the region’s largest and most engaged audience. With the highest follower count and engagement of any organization in the area, FLWC’s platforms provide unmatched visibility and the ability to reach an active, interested community.

Social media is a powerful storytelling tool, allowing FLWC to highlight your business in a way that feels authentic and engaging.

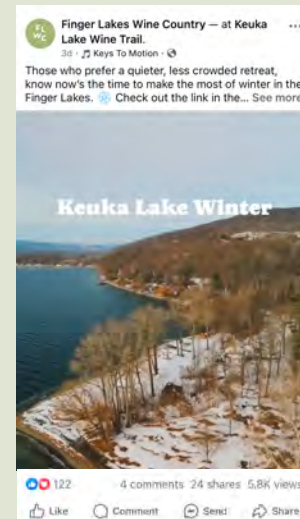
INSTAGRAM



TIKTOK



FACEBOOK



INVESTMENT LEVELS

Becoming an investor in the Finger Lakes Wine Country (FLWC) regional brand provides increased exposure for your business across all FLWC marketing and communication channels. Travelers don't plan visits within a single county boundary — they explore the entire region. That's why the FLWC team works in close coordination with our five county tourism promotion agencies, wine trails, investors, and partners to amplify all marketing messages. FLWC is the only organization driving cohesive visitation efforts across our specific five-county sub-region, ensuring your business benefits from a unified and far-reaching strategy.

Your investment strengthens Finger Lakes Wine Country's ability to build top-of-mind brand awareness. Increased funding allows FLWC to expand the annual media buy, grow media relations outreach, and enhance the digital brand footprint, ensuring the complete Finger Lakes Wine Country story is told. These collective efforts raise the brand profile for our counties, wine trails, wineries, investors, and businesses — positioning the region as a premier travel destination and driving increased traffic to your business.

	Website Listing	Website Advertising	Email Marketing	Content Marketing	Media Relations
Platinum \$10,000+	Premium	<ul style="list-style-type: none"> • 2 premium page sponsors • 2 billboards • 2 banners • Creative updated quarterly (if desired) 	<ul style="list-style-type: none"> • 1 dedicated email • 1 sponsored email • 2 email highlights 	<ul style="list-style-type: none"> • 2 dedicated articles min. • 2 article inclusions min. 	Guaranteed itinerary creation
Gold \$10,000	Enhanced	<ul style="list-style-type: none"> • 1 premium page sponsor • 1 billboard • 1 banner • Creative updated quarterly (if desired) 	<ul style="list-style-type: none"> • 1 sponsored email • 2 email highlights 	<ul style="list-style-type: none"> • 1 dedicated article min. • 2 article inclusions min. 	Guaranteed itinerary inclusion
Silver \$5,000	Featured	<ul style="list-style-type: none"> • 1 premium page sponsor • 1 banner • Creative updated bi-annually 	<ul style="list-style-type: none"> • 1 sponsored email • 1 email highlight 	1 article inclusion min.	Considered for itinerary inclusion
Trail Member Included with trail investment	Highlighted Trail	N/A	1 email highlight	N/A	N/A
Bronze \$3,000	Highlighted	1 banner	N/A	N/A	N/A
Community <\$3,000	Standard	N/A	N/A	N/A	N/A

SPECS & STATS



313k+

Active users on the Finger Lakes Wine Country website. (2024)



37%

Average open rate for Consumer Emails sent to 51K+ opt-in subscribers. (Industry average: 20%)



103k+

Total number of Finger Lakes Wine Country social media followers. (FB, IG, TT, YT)