ESCAPEMAKER's
AGRITOURISM PROMOTION
in partnership with
GROWNYC / GREENMARKET

2017 "Apple–Palooza" at Union Square

Wine tasting and vineyard tours

EscapeMaker Tent at Greenmarket

WELCOME TO OUR FARM–ILY!

Let us promote your agritourism destination, bed and breakfast, winery, craft beverage trail, farm–to–table event or festival to the people most likely to visit: **GROWNYC / GREENMARKET SHOPPERS**!

In business for 17 years, EscapeMaker.com knows how to inspire people to take **local getaways** – by **car, bus and by train**! Leverage our marketing manpower as we table in various neighborhoods and produce special agritourism–related events in Union Square and all across the city to promote you! These events are designed to encourage individuals and families to travel within a few hours of NYC to get some fresh air, have fun, eat, drink, be kind to the planet and learn about agritourism!

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2018 SERVICES INCLUDE:

- **Consumer Event Marketing from March–Nov.**

– Your specific agritourism literature / ag product* is distributed from our tent, plus your ¼ page advertisement /offer in our custom Agritourism Guide (see below) is distributed on our market days and at every manager stand in 80+ Greenmarkets (*on approval)

Happy Apple Picker

– **Special Events** You may supply food/beverage samples for any seasonal consumer events we do on approval. We gather spam–compliant lead info to share so that you can remarket your email promotions. Tents, tables and table signs are supplied and you may bring additional signage.

- **Online Promotion & Social Media**

– Custom E–blasts sent to our 50,000+ EscapeMaker distribution list in NYC
– Custom content and cross promotion over Twitter, Facebook and Instagram
– Design, html & stock photos included

- **Packages Sold and Consultation & Custom Bus Tours**

– We'll work with your lodgings, farms, wineries and breweries to craft appealing overnight or day trip packages for sale
– We sell packages online and at markets for an additional 10% commission
– We host, promote and curate custom direct bus tours to your location

Our handy 20–page Agritourism Guide
10,000 distributed in 2018

Contact Caylin Sanders 877–99–SCRAM
(718) 398–5766 or caylin@escapemaker.com for info!

Maple Sugaring

Farm–to–Table Dinner

Warwick Valley Bed & Breakfast

GrowNYC / Greenmarket – 100 Gold Street, Suite 3300, NY, New York 10038

Dear Agritourism Partner,

Recognizing agritourism, craft beverage trails, farms and wineries make up significant tourism to your area, I am excited to announce our new partnership with EscapeMaker.com to promote local agritourism year-round in our markets. On behalf of GrowNYC / Greenmarket, an iconic 40 year-old New York institution with 80+ markets across New York City, I'm inviting you to join this new program.

For the last 5 years, EscapeMaker has been tabling in our markets to promote visits to our farmers and growers within the Northeast – and within a few hours of New York City. They hand out literature, talk to consumers about their vacation plans, acquire leads and book overnight packages. The feedback from our shoppers and farmers has been all-around positive with thousands of people hitting the road, taking the train or signing up in markets for more info about these getaways.

With a special focus on local agritourism, culinary and craft beverage themed destinations as well as car-less travel, EscapeMaker.com appeals to our Greenmarket shoppers who tend to be families, foodies, wine and beer enthusiasts, community-minded and planet-conscious individuals who just want to escape the city for some fun and fresh air, make a difference or learn about their food source.

Having EscapeMaker's staff, who are knowledgeable about the geographic area and all its agritourism offerings, special events and local festivals, adds value to our shopper's experience as well as to our farmer's overall participation in Greenmarket. At no additional cost to them, our growers are able to leverage manpower in getting people up to their farms and wineries to go apple picking or wine tasting, for example. In addition to our Greenmarket online promotions, they are also able to take advantage of promotional tools EscapeMaker offers in the way of targeted e-blasts, social media and on-air radio interviews on Heritage Radio – a NYC radio station dedicated to all things food and beverage.

Whether you are a local DMO or a bed and breakfast association, joining this new Greenmarket program will greatly benefit you and your members by generating extra agritourism revenue through retail sales, room nights booked and packages sold. Details about the new program are attached. Please expect a follow up from EscapeMaker.com's Caylin Sanders or Kash Barkeley to answer any questions you may have. We look forward to seeing you in at Greenmarket!

Sincerely,

Michael Hurwitz
Director, Greenmarket a Program of GrowNYC
phone: 212-788-7900 fax: 212-788-7913
email: mhurwitz@grownyc.org

EscapeMaker.com

We send you locals for less!

EscapeMaker.com opened the first-ever **Agritourism Pop-Up Shop** at the **Fulton Stall Market** at the **South Street Seaport** in downtown New York City. The shop, sponsored by the **New York Apple Association**, **Amtrak** and **Edible Magazine** received thousands of local visitors and families who picked up travel info and samples of local products. EscapeMaker also attracted thousands more to their outdoor agritourism and craft-beverage themed events on the adjacent South Street Seaport historic cobblestone streets.

Some sponsorship levels allow sponsors to distribute their literature from the pop-up shop year-round and will also be given opportunities at outdoor special events and tastings.

For more photos of all our events, see http://www.facebook.com/escapemaker

2018–2019 AGRITOURISM SPONSOR LEVELS (priced on geographic area)

BASIC LISTING Fee: $49 Sign up: http://www.escapemaker.com/advertise

EVENT CALENDAR Fee: $250 Sign up: http://www.escapemaker.com/advertise

CATERPILLAR Fee: $995 (not available to DMOS or associations)

Sign up: http://www.escapemaker.com/advertise

- 12 Month Event Calendar imported and promoted
- Basic listing on EscapeMaker website
- Monthly Social media promotion

CHRYSALIS Fee: $2450 (not available to DMOS or associations)

Sign up: http://www.escapemaker.com/advertise

- 12 Month Event Calendar imported and promoted
- Basic Listing on EscapeMaker website
- Monthly Social Media Promotion
- Custom Bus Tour to your destination (min. 25 people)
- Basic Listing in annual Agritourism Guide – 10,000 Distributed
- Rack Card Distribution at consumer events & markets

Feel free to email Caylin Sanders
caylin@escapemaker.com
or call at 877–997–2726
with any questions.

EscapeMaker.com
http://www.escapemaker.com
Local Weekend Getaways & Day Trips
172 Fifth Avenue – Brooklyn, NY 11217
Office – 718–398–5766
Fax – 718–398–5769
Toll Free – 877–997–2726

BUTTERFLY Fee: $5250 Sign up: http://www.escapemaker.com/advertise

- 12 Month Event Calendar imported and promoted
- Monthly Social Media Promotion
- Booth/Table at 3 NYC Seasonal Agritourism Events

MONARCH Fee: $7250 Sign up: http://www.escapemaker.com/advertise

- R–O–S (Run–of–site) Banner on EscapeMaker.com
- 12 Month Event Calendar imported and promoted on EscapeMaker.com
- 4 Dedicated E–blasts to 50,000+ NYC Residents
- Weekly Social Media Promotion
- Unlimited Package Booking on your behalf with a 10% commission
- Literature/guide distribution at our NYC Agritourism Pop Up Shop and at 20+ Greenmarkets
- ¼ page ad in our Agritourism Guide – 10,000 Distributed
- Booth/Table at 3 NYC Seasonal Agritourism Events
- 1 Custom Evening Event Tasting Showcase