



ESCAPEMAKER's
AGRITOURISM PROMOTION
in partnership with
GROWNYC / GREENMARKET



2016 "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 16 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!





ESCAPEMAKER's AGRITOURISM PROMOTION in partnership with **GROWNYC / GREENMARKET**



EscapeMaker Tent at Greenmarket

2017 SERVICES INCLUDE:

- **Consumer Event Marketing from March–Oct.**
 - 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 most of 80+ Greenmarkets (*on approval)



Happy Apple Picker

- **Special Events** You may bring reps for MapleFest (Winter), Berry Jamboree (Summer) & Apple-Palooza (Fall). Greenmarket hosts craft-beverage themed events year-round
- We gather **spam-compliant lead info** to share so that you can remarket your email promotions

• 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 Packaging Consultation

- 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 (on approval), for an additional 10% commission



Our handy 16-page
Agritourism Guide

10,000 distributed in 2016

**Sign up by December 15, 2016 / 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 3 years on a limited basis, 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](tel:212-788-7900) fax: [212-788-7913](tel:212-788-7913)

email: mhurwitz@grownyc.org

EscapeMaker.com

We send you locals for less!



In March 2016, 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.

2017 Agritourism Sponsors at the Butterfly and Monarch levels can distribute their literature from the pop-up shop year-round and will also be given tables at all outdoor special events and tastings.



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



2017 AGRITOURISM SPONSOR LEVELS

CHRYSLIS

Advertising:

- R-O-S (Run-of-site) banner on EscapeMaker.com
- 12 Month Event Calendar imported and promoted

Run: 12 months

Fee: \$2950

BUTTERFLY

Advertising:

- R-O-S (Run-of-site) banner on EscapeMaker.com
- 12 Month Event Calendar imported and promoted
- 4 Dedicated E-blasts to 50,000+ NYC Residents
- Monthly Social Media Promotion

Marketing:

- 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

Run: 12 months

Fee: \$6950

MONARCH

Advertising:

- R-O-S (Run-of-site) banner on EscapeMaker.com
- 12 Month Event Calendar imported and promoted
- 6 Dedicated E-blasts to 50,000+ NYC Residents
- Weekly Social Media Promotion
- 30-Day Sweepstakes/Offer to collect qualified opt-in leads (average 2500 leads)
- Unlimited Package Booking on your behalf with a 10% commission

Marketing:

- 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
- Packaging 101 On-site Workshop for 50 people OR additional E-blasts

Run: 12 months

Fee: \$8950

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