



ATTACHMENT A

As an investment community partner with the Great Rivers & Routes Tourism Bureau, Collinsville will receive the following paid media support, highlighting events and activities that drive travel to the city. In addition, the city will receive coverage in our Route 66 Centennial paid advertising campaigns, and our brand awareness campaign for the region under the brand message-Where the Mother Road Meets the River Road.

We also represent the city at all trade and sales shows we do – specifically, Route 66, Dining, Horseradish, Willoughby Farms, Gateway Convention Center, and Hotels. There is a big focus on trying to get tour operators and rights holders to overnight in Collinsville, instead of St. Louis. On the leisure side, we created a four day/five-night itinerary for Route 66 in conjunction with the Illinois Office of Tourism. The fourth night stay would be in Collinsville. This itinerary is being carried by more than 250 international tour operators and receptive tour operators. The below outlines activities mentioned above.

Route 66 Centennial Campaigns & Value:

1. Premier Travel Media-Leisure Group Travel Magazine-\$10,000
2. STL Magazine (Print/Digital/E-Newsletters)-\$29,700
3. Chicago Magazine (Print/Digital)-\$30,000
4. Bus Tour Magazine-\$15,000
5. Hearst Media (Digital)-\$40,000
6. FOX 2 Now-\$30,000
 - a. CTV/Digital-MO Markets including St Louis
 - b. Studio STL
7. The Group Travel Leader Magazine-\$16,800
8. Division D Influencer Marketing-\$25,000
9. Route Magazine-\$12,500
10. Horseradish Festival-Support & Advertising-\$10,000
11. Go Guide Magazine ½ page ad for Horseradish Festival & Italian Festival-\$3,000

Ongoing Support Paid/Digital Campaigns STL Media:

1. KSDK(NBC) Wednesday Weekend Report-\$40,000
2. KMOV (CBS) Travel Thursday Report-\$45,000
3. Fox 2 Now-\$35,000
4. St Louis Magazine (Print/Digital)-\$15,000

Collinsville Direct Support Paid/Earned/Shared/Owned:

1. Go Guide Content & Cover Placement
2. Targeted Digital Ads-\$15,000
3. Paid Social Media Ad Campaigns-\$5,000
4. Earned Media Relations/Website-\$12,000
5. Research-\$7,500
6. Sales/Trade Shows/FAM Support/Travel Writers-\$7,500
7. Crowdriff Content Creator Video Series-\$5,000 (last year we featured Willoughby Farms, Cahokia Mounds, Old Herald, and Verona Coffee)
8. The Great Race-June 2026-\$20,000