



## About the PR Partners Program

For the past several years, the Maine Office of Tourism's PR Partners program has been successfully bringing together Maine's hospitality industry and its wealth of travel experiences with media and tourism decision makers who have influence on the traveling public.

The PR Partners program helps bring interested print, digital and broadcast journalists, photographers, bloggers, influencers, and international tour operators to our state to experience, firsthand, the best of Maine.

Your participation matters. The state of Maine and the businesses and organizations involved in the program have benefited from millions of media impressions generated.

Public Relations is a powerful tool for growth. Editorial coverage and the credibility of a third-party endorsement is a compelling way to keep Maine "top of mind" with our potential visitors.

We are pleased to bring you this program as a service and welcome your involvement. There is no membership cost to become a PR Partner. We look forward to working with you.

## How you can become a PR Partner

To be a PR Partner means that you need to agree to help provide accommodations, meals, admission passes, tours and other relevant amenities that help us tell the authentic Maine story to visiting media/influencers. These can be provided at a discounted cost or free of charge, depending on the time of year, availability, and your ability to participate. We do not set the rates or the terms, you do. We only ask that you give us the best deal you can.

Your discounted or complimentary room/meal/admission/tour offering to legitimate media is an investment in marketing your property. By contributing your resources, you are helping to generate visibility and valuable first-hand experience for your property/service.

## We take it from there

Once you agree to help host the journalists, you are entered into our database for consideration based on the individual story line and region or town a qualified media/influencer is covering. We will pre-screen the journalists and help guide their coverage by supplying them with as much information as possible. Once we determine that the journalist/influencer and the storyline are credible and a good match for you, the public relations team will contact you. We will track coverage and send you feedback as often as possible, including links to resulting articles.

One caveat: When hosting travel writers, one detail to remember is the importance of putting your best foot forward and providing an authentic Maine experience. We can help shape the message, but cannot control the outcome, as editorial coverage is always subject to the journalists' interpretation and cannot be guaranteed.

## Please join us

Hundreds of properties, restaurants, attractions, and tours have already joined the Maine PR Partners program and we are grateful for their support. If you have not already joined, please fill out the membership application on the back of this sheet and return to [tourism@marshallpr.com](mailto:tourism@marshallpr.com).

All journalists/influencers will be pre-qualified to ensure that they are either on assignment or have a strong track record of editorial placement. These leads come from established relationships in the travel and tourism industry. All itineraries will be planned by MOT's PR agency.