

Membership Opportunities

Orange360 is the Not-For-Profit destination marketing organisation for the Orange Region and is here to help market and promote our beautiful region far and wide, and in doing so help increase visitation. Orange360 are supported by Orange, Cabonne and Blayney LGA's and industry membership from local operators in the winery, food and produce, hospitality, accommodation, retail, arts and cultural sectors.

Membership Tiers & Benefits	Basic \$187.00 per annum (\$170 + GST)	Standard \$363.00 per annum (\$330 + GST)
Access to regular industry comms & O360s monthly consumer eOMs to assist with furthering industry knowledge and accessing collaboration opportunities.	✓	✓
Invitations to regular Orange360 Member forums, AGM and networking events.	✓	✓
The opportunity to list business and events on orange360.com.au via Australian Tourism Data Warehouse - access to information to assist set up.	✓	✓
Invitations to industry training seminars and product development workshops.	✓	✓
Access to Orange360 Members Portal with information on funding, grants and templates.	✓	✓
Access to Orange360 membership services and support.	✓	✓ PLUS 1 x 1 hour one-on-one product development session
Opportunity to purchase premium placement on the Orange360 website for business listings \$1000 + GST a year	✗	✓
Add supplementary listings at \$170 + GST each – accessing standard tier membership benefits for the reduced basic tier rate	✗	✓
Opportunity to participate in joint regional destination marketing campaigns x via Fee4Service.	✗	✓
Opportunity to participate in Orange360 publications and guides via Fee4Service.	✗	✓
The opportunity to leverage O360 database and audience via O360 digital marketing.	✗	✓
The opportunity to be considered as hosts for O360 media famils program.	✗	✓

For further information on joining Orange360 please contact fiona@orange360.com.au

Orange360

Fee for Service Marketing

As a standard tier member of Orange360 there are opportunities to access our expertise and support to promote your business, service, product or event.

Orange360 is the region's destination marketing organisation with our key role being to attract visitors to the region. With this in mind, there are some guidelines required to access some services, this ensures any content Orange360 is marketing on your behalf is complimentary to the Orange360 objectives and aligns with the Orange360 brand.

Additional marketing services offered by Orange360 to our Standard Tier members via Fee4Service are:

Service	Fee
Orange360 website homepage slider	\$500 + GST
Targeted social media boosted post (dark). Includes time to discuss targeting	\$300 + GST + boost allocation amount
Orange360 monthly Consumer newsletter banner to 12 k subscribers + banner in weekly Industry Newsletter to members database	\$150 + GST + boost allocation amount
Co-hosted FB event boost	\$300 + GST + boost allocation amount
Tailored blog post on O360 website shared via FB	\$500 + GST
Media release development and outreach*	\$500 + GST

* Covers O360 hours head hours only, take up of individual releases is up to individual journalists.

Publications

Standard tier members have the opportunity to be involved in a suite of publications including an annual retail guide. The publications are updated on rotation, with members being given at least one opportunity a year for inclusion in a guide. The high-quality regional tourism guides help to create a strong brand positioning and have become essential reading for every visitor to the region. Choosing to advertise within the publications gives members the opportunity to position their business and be top of mind for visitors when they are choosing where to stay, what to eat and drink and how to spend their time.

Involvement in publications starts at as little as \$100 +GST for an inclusion in the retail guide and \$330 + GST for a business listing in other publications.

We may be able to tailor services and packages to suit your needs and/or budget. Please reach out to schedule an appointment to discuss potential opportunities fiona@orange360.com.au

Please note: Fee4Service is not for general BAU marketing of your business. Due to the nature of Orange360 being primarily destination marketing, fee for service marketing needs to align with this and be primarily focused at products and events that attract visitors to the region.

