

Join the River Thames Alliance Marketing Partnership (RTAMP)

The River Thames is an incredible leisure and tourism resource and adds the 'wow' factor to every visit. Everybody has heard of it, but our research shows they don't know where it is, how to find it or where to go to find out what it has to offer. Join our private/public sector partnership and work with us to promote the rural River Thames as a leisure destination. We look forward to building on the success of 2008, when we raised over £50,000 towards River Thames promotional activity.

What are the levels and how much will it cost?

We offer different levels of membership depending on your promotional requirements. At all levels, you benefit from the following:

- the Environment Agency provides the staff to manage the marketing plan and website, deliver PR support and organise meetings and partner communications
- paying a fee into a collective marketing budget meaning you can reach a broader market through wide reaching campaigns
- the option to join Tourism South East at the same time and benefit from discounts on both membership fees

Level One - £95 +VAT (£111.62 inc. VAT)

- **Enhanced listing on Visitthames website**

Your listing will be highlighted on relevant pages, featured as an RTAMP partner and have one listing image and one thumbnail image.

Level Two - £195 +VAT (£229.12 inc. VAT)

As level One plus:

- **Enhanced coverage on Visitthames website**

We will include your relevant events and news in the events/news sections and give your organisation increased coverage on the homepage.

- **Press and PR support**

You will benefit from core PR and press activities to increase the profile of the River Thames. Your organisation will also be eligible for inclusion in relevant press coverage.

- **Invitation to networking meetings and a marketing partner of the River Thames Alliance (RTA)**

We will invite you to yearly networking meetings with other RTAMP members. You will receive the River Thames logo for use on your literature and website and a partnership sticker for display on your premises.

Level Three - £450 +VAT (£528.75 inc. VAT)

As level Two plus:

- **Extra press and PR support**

You will receive higher profile coverage in relevant press work and be approached to participate in promotions, media trips and competitions organised by RTAMP.

- **Opportunities to take part in targeted marketing promotions**

As a partner you will be approached to participate in relevant marketing campaigns organised by the RTAMP.

All level 1-3 members have the opportunity to purchase a small advertising box in the *Revealing the River Thames* leaflet (11.5 x 5cm) for an additional £450.

Level Four - £2000 +VAT (£2350.00 inc. VAT)

As level Three plus:

- **A bespoke service tailored to your specific needs, with priority PR/press and website coverage**
- **A large high-profile advertising box in the *Revealing the River Thames* leaflet (9.5cm x 9cm)**

How do I join?

For more information or to request a joining form, please call Trudi Righton on **0118 953 5771** or email: trudi.righton@environment-agency.gov.uk