

# 2021 New Resident Advertising Opportunities

*Welcome Sioux Falls* is a professional welcome service providing support to individuals and families moving into our community. We cover the personal side of relocation that often gets overlooked but is the key to a successful transition for those starting over somewhere new.



*The Sioux Falls Newcomers Club* was created in March of 2019 to provide new residents with a platform where they can meet people, build relationships, explore Sioux Falls and have support during their transition into our wonderful community!

*2019* was quite a success! We hosted over 40 activities and events for members.

*2020* halted events but we were still a great platform for members to connect for recommendations, advice, etc...

*2021* we have adapted and are connecting new residents with community businesses and resources through the below options.



**Our Neighborhood Resources:** \$150 (\$125\*) – Valid through 3/2022

- Lists individual/company name on Welcome Sioux Falls / Newcomers website page as a resource to the community.
- Name linked to business website.
- 1 Facebook Live introduction (within the Newcomers Club FB group) to welcome new residents and share about your business/services.
- Quarterly recognition in Facebook post thanking our sponsors.
- Limited to 3 providers per category. Each category can be bought out by one provider, who would then be exclusive provider listed and receive all 3 Facebook Lives throughout the year.

\* Businesses that provide a desirable giveaway item (tickets, membership, freebie) to showcase their business and encourage engagement during their Facebook Live can utilize the \$125 rate.

**Welcome Coupon:** \$75 – Valid through 3/2022

We are now offering coupons to clients of Welcome Sioux Falls. Individuals and families who are utilizing our services will receive coupons to have a more individual “welcome” to the community from our partners. This will serve businesses to help get prospective clients “in the door.” These coupons will also be available for newcomers (who are not specifically receiving WSF services) to purchase.

- This option is generally limited to 1 coupon per industry. Restaurants, Entertainment, and other select services may have multiple coupons.
- Coupons will be approved by Rhiannon Israel. Specifications will be provided.

**Email Sponsor:** \$350 – Valid through 3/2022

Your business is featured as a sponsor on regularly scheduled emails to the Newcomers Club.

- Only 1 email sponsor per email. Email sponsors rotate out between other email sponsors.
- Only 1 email sponsor per industry.
- Maximum of 6 sponsors total.

