

2022 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 Area 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 – We halted events but were still a great platform for members to connect for recommendations, advice, etc...

2021 – Was the greatest year of member growth yet!

2022 – We are continuing to serve the needs of our new residents while also connecting them with local businesses who are passionate about welcoming new residents.



We are excited to share our 2022 New Resident Advertising Opportunities with you. You will note *a couple changes* to the specific details of each option, as well as *a NEW* way to advertise to new residents. We look forward to promoting you and your business this year!

Our Neighborhood Resources: \$150 – Valid through 3/2023

- Lists individual/company name on Welcome Sioux Falls / Newcomers website page as a resource to the community.
- Name linked to business website.
- 1 Facebook video introduction to welcome new residents and share about your business/services. This will be something that originates from YOUR fb page that we share in the group. Videos limited to 5min. Must specifically welcome the newcomers into the community and provide value to them. Must tag The Relocation Companion and The Sioux Falls Area Newcomers Club on original video post on your page. (Touch base with Rhiannon before filming your video for more details).
- 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 videos throughout the year.

Welcome Coupon: \$75 – Valid through 3/2023

We are expanding our offering of new resident coupons! All members in the Sioux Falls Area Newcomers Club FB group and our email list will receive access to these coupons. This is a great way to showcase a nice warm welcome to new residents and encourage them to come through your business doors!

- This option is **NO LONGER** limited to just 1 coupon per industry. Multiple coupons from the same industry will be allowed and showcased in the coupons this year!
- Coupons will be approved by Rhiannon Israel. Specifications will be provided.



Email Sponsor: \$350 – Valid through 3/2023

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.

(NEW) Content Sponsor: \$250 – Valid through 3/2023

Want to have more of a voice to speak to our new residents? Be a content sponsor and you will get to share information about your industry that is relevant to new residents and their transition into the community.

- Content will be included in 3 emails throughout the year.
- Email content 250 – 500 words.
- Reduced content included in 3 FB posts.
- Only 1 content sponsor per industry.

