



Introducing the Pennsylvania Outdoor Adventure Pass Program for 4th & 5th Grade Students



Brought to you by the Pennsylvania Outdoor Recreation Association (PORA)

PA OUTDOOR ADVENTURE PASS PROGRAM DETAILS:

- ▶ **Annual pass for 4th & 5th graders priced at \$69**, providing access to outdoor adventures statewide.
- ▶ **Expected 8,500+ pass sales**, driving 100,000+ visits across participating providers.
- ▶ **A full year of marketing** from September to August each year with seasonal campaigns.
- ▶ **You design your offer** to generate revenue on every passholder's visit.

PORA membership PLUS \$100,000 in marketing!

No membership dues. Pass participation = membership.

WHAT YOU GET:

- ▶ **Full PORA membership** – Yours at zero cost.
- ▶ **A \$100,000+ marketing campaign** driving customers directly to your door.
- ▶ **Plus, comprehensive promotion** across email, digital and social channels.

THAT'S NOT ALL:

- ▶ **Pass marketing toolkit** – including graphics and strategic tips for encouraging repeat visits.

PORA MEMBERSHIP: WHAT IT'S WORTH

- ▶ **Legislative Voice** – 30 years representing outdoor recreation interests in Harrisburg.
- ▶ **Industry Networking** – Connect with Pennsylvania's outdoor recreation leaders.
- ▶ **Economic Advocacy** – Unified voice for our \$19 billion industry.
- ▶ **Statewide Recognition** – Tie your business to Pennsylvania's thriving outdoor recreation economy.
- ▶ **Professional Development** – Access to workforce training and industry events.
- ▶ **Exclusive Access** – Industry data, trends, and partnership opportunities.



Scan or click this code now to join the Pass Program and PORA!

ONE PASS. ONE STATE. BIG ADVENTURE.



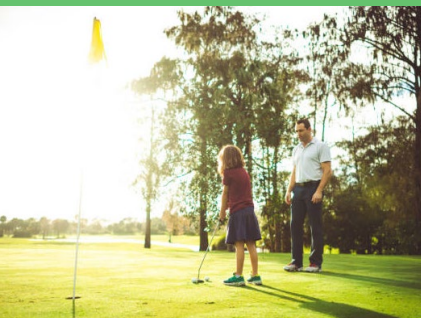
THE MARKETING POWER WE'RE INVESTING:

- ▶ **Digital Advertising Campaign** – \$50,000+ targeted ads reaching 72 million potential customers.
- ▶ **Interactive Website** – Provider directory with maps, photos, and your photos.
- ▶ **Email Marketing** – Reaching thousands of outdoor recreation enthusiasts (full list being refreshed for program launch).
- ▶ **Social Media Campaigns** – 24,000+ Facebook followers plus Instagram growth.
- ▶ **DMO Partnerships** – Collaboration with regional tourism organizations.
- ▶ **Media Relations** – Press coverage highlighting economic impact and family benefits.
- ▶ **Influencer Collaborations** – Family bloggers and content creators featuring your location.



WHAT YOU GAIN:

- ▶ **Attract New Customers** – Reach families who've never visited your location.
- ▶ **Generate Additional Revenue** – Design your offer to create revenue on every redemption.
- ▶ **Build Repeat Business** – Convert pass holders into regular customers.
- ▶ **Marketing Assets** – Program promotional materials and toolkit provided.
- ▶ **Performance Tracking** – Regular reports showing visits and impact.
- ▶ **Network Opportunities** – Connect with other providers in your region.



THE BOTTOM LINE:

Ready to join the momentum? Scan or click the code below, share your offer for the pass and answer a few simple questions so PORA can best serve you as a member.

NEXT STEPS:

1. Submit your offer today.
2. We'll follow up with offer listing proof, step-by-step redemption instructions, and a link to the marketing toolkit.
3. That's it! Great ready to welcome pass holders to your location.



Questions?

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