

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 2025 to August 2026 with seasonal campaigns.
- You design your offer to generate revenue on every passholder's visit.

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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 Commitment Form today.
- 2. We'll follow up with key dates for: offer listing proof, stepby-step redemption instructions, marketing toolkit release.
- 3. Advertising begins in August 2025 and pass launches September with your offer included.



