

# CONTENT GUIDELINES & EXAMPLES

(8 pages)



Contact Us:  
[charity@ApogeeTravel.com](mailto:charity@ApogeeTravel.com)

# WEBSITE Link (on charity's webpage)

- **VERY IMPORTANT.**
- Placing an Apogee “sponsor” link increases SEO rankings for both your charity *and* Apogee Travel.



**Step-1:** select a color contrasting logo from the “Apogee Travel Logos” file folder.

**Step-2:** embed Apogee’s link into the image or a clickable link.

**Step-3:** the link that **must** be used is:

<https://www.apogeetravel.com>

Links that will not work:

[www.apogeetravel.com](http://www.apogeetravel.com)  
[apogeetravel.com](http://apogeetravel.com)

# CONTENT Guidelines

1. Your charity's brand leads the way. Period.
2. Align your charity's mission with the branding of Apogee Travel.
3. Use any combination of images and verbiage that best resonates with *your* supporters and mission.
4. Avoid text-on-image overlays (they look less organic).

Example:

- [Marvin Ridge Rugby Club](#) (a 501c3) is one of Apogee Travel's local charity partners.
- MRRC's purpose is to teach teamwork, commitment, & determination to young athletes.



Book your hotel rooms through Apogee Travel & a portion of your stay comes right back to MRRC! No extra costs, just a great deal. [ApogeeTravel.com](#)

- ✓ **Good** image alignment with charity's purpose.
- ✓ **Good** co-branding of MRRC and Apogee.
- ✓ **Good** informative verbiage.

(fictitious example; USFF would never do this)



- ✓ **Weak** image alignment with charity's purpose.
- ✓ **Weak** co-branding of MRRC and Apogee.
- ✓ **Weak** informative verbiage.

# REFERRAL Links

- ✓ There are two ways to provide quick links to Apogee Travel in your promotional communications: (i) Short Links and (ii) QR Codes.
- ✓ These are *great* methods to employ because they will take guests to Apogee Travel **but will have your charity automatically pre-selected as the booking beneficiary!**

## SHORT LINK

- This is a URL that can be added to any communication or social media
- Example: <https://apogee.link/charityname>

## QR CODE

- Ideal for printed media like newsletters as it removes the need to type in a URL
- Allows users to scan and have your charity pre-selected

*This example leads directly to  
Apogee Travel's website*



# EXAMPLE Social Media Posts



This Giving Tuesday, we'd like to thank our partner [@ApogeeTravel](#). They offer the same savings on hotels as other travel sites – and donate a portion of each booking to a charity of your choice!

## One Mention Only

When developing partner post copy, work in one callout to [@ApogeeTravel](#). Avoid text-on-image overlays – they make the post look less organic.

## Know Your Placement

Be mindful of character limits when creating paid social ads. Longer copy is OK for organic social posts.



As we gather to give thanks, we'd like to thank [@ApogeeTravel](#). For every hotel you book with Apogee, a portion of your stay goes to a charity of your choice – including [OUR CHARITY]. This time of year means traveling to see loved ones. Make it mean more!

*These copy samples are just generic examples – remember to express your brand's voice wherever you see fit.*

# EXAMPLE Social Media Verbiage

## Example: Short (version 1)

- Save on hotels and direct a portion of your stay to [CHARITY NAME] with **@ApogeeTravel**.

## Example: Short (version 2)

- We're proud to partner with **@ApogeeTravel**. Turn hotel deals into a donation for [CHARITY NAME] every time you book.

## Example: Medium

- Take the trip you deserve and do something good with **@ApogeeTravel**. They turn part of every booking into a donation for [OUR CHARITY] giving you another way to show your support – without paying a penny more!

## Example: Long

- You work tirelessly to make the world a better place. Thanks to support from **@ApogeeTravel**, you can keep making a difference, even when you're on vacation. Apogee Travel offers the same rates on hotels, but with one key difference: a portion of every booking is donated to a cause of your choice, including [OUR CHARITY].

*These copy samples are just generic examples – remember to express your brand's voice wherever you see fit.*



# BRAND STORY (Long-Length Version)

**Apogee Travel** has built a brighter future for hotel booking. You'll get the exact same rates on hotels as other travel sites – but only Apogee Travel gives a portion of each booking to a charity of your choice.

**For charities like ours**, Apogee Travel opens up an entirely new donor base, bringing more support and visibility to the causes we all care about.

**How does it work?** Get a good deal on a hotel, just like you always have. Then select *[CHARITY NAME]* from a list of great 501(c)(3) organizations. Apogee Travel takes 10% of booking proceeds and makes a donation to a charity you chose. It's that simple – and why Apogee Travel is the only booking site where everyone wins.

**For travelers**, that means more choices, more good feelings, and more reasons to book. You get all the fun of a great trip plus the reward of knowing that you're making a real difference.

That **donation gets way bigger if you book Impact Nights**. It doesn't cost a penny more and when you select an eligible multi-night stay, the value of one night goes directly to charity, like *[CHARITY NAME]*.

While the other guys are in it for themselves, Apogee Travel knows that big problems only get solved when we all work together. They believe that travel – whether it's for work or just for fun – can be a genuine force for good. And we're proud to join them in making a difference, one trip at a time.

# BRAND STORY (Medium-Length Version)

**Apogee Travel** has built a brighter future for hotel booking. You'll get the exact same rates on hotels as other travel sites – but only Apogee Travel gives a portion of each booking to a charity of your choice.

**How does it work?** Get a good deal on a hotel, just like you always have. Then select *[CHARITY NAME]* from a list of great 501(c)(3) organizations. Apogee Travel takes 10% of booking proceeds and makes a donation to a charity you chose. It's that simple – and why Apogee Travel is the only booking site where everyone wins.

# BRAND STORY (Short-Length Version)

**Apogee Travel** has built a brighter future for hotel booking. You'll get the exact same rates on hotels as other travel sites – but only Apogee Travel gives a portion of each booking to a charity of your choice.