

Our first Channel Partner announcement, and we couldn't be more excited!

The Upstate Experience

We are excited to announce The Upstate Experience as our first major Channel Partners. These guys produce some great regional content (Good Morning Upstate) and offer uniquely crafted guided tours, featuring local history and the outdoors.

It was evident, even before meeting with Johnny (Founder of The Upstate Experience) in person, that this was going to be a great opportunity for us all! Spreading the positive energy, and helping each other get the word out about how great New York State is to explore is going to be a blast!

With our partnership, Dig The Falls and The Upstate Experience have created an opportunity to greatly increase the range of adventures both groups offer.

We asked Johnny to put the essence of The Up-Ex into his own words:

Hello Adventurpreneurs! I am Johnny Quest, the founder and Chief Executive of Adventure at The Upstate Experience. Our mission at The Upstate Experience is to promote and support the local businesses, communities, and parks of Upstate New York. We offer custom built excursions, camping trips, and beverage trail tours that pair together the natural beauty of New York with the tastes and flavors of its regional communities. We do this through regional day excursions, beverage trails, and all-inclusive camping experiences. Another major component of our business is to preserve the natural and historical charm of Upstate New York. That is what led The Upstate Experience to a partner with Dig The Falls. We share a common interest for "leave no trace" stewardship and a passion for preserving lands for the general use of the public. The Burden Pond project will be the beginning of an incalculable amount of projects we will work on together in the future! Please subscribe to our websites to stay informed on volunteer opportunities, every set of hands helps!

At The Upstate Experience, we believe it is crucial to reinvest our earnings into the local businesses that call Upstate New York home. That is why we have created a platform for Upstate New York businesses, services, events, and excursions to promote the concept of "support local" wherever you travel in our great state. A partnership with The Upstate Experience opens a business up to cross-promotional opportunities with other businesses across the state that align with the interests of each other's brands. Let us all bask in the spirit of community over competition for the common good of spending money locally in

support of our Upstate economies. If you are interested in becoming an Upstate Experience partner contact us for more information.

“No one cares how much you know until they know how much you care.”

-Theodore Roosevelt

Johnny Quest

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It's easy to see why we needed to partner with Up-Ex; the ideology backing both our projects just fit!!

Please reach out to us if you are a small business or organization that wants to network more, or you feel you have something unique that qualifies you for special consideration when we plan future tours. We will work together with all of our channel partners, present and future, to cross-promote you in any way possible.

If you feel you could contribute to our ecosystem by becoming a channel partner, we would love to sit down and have a conversation with you in person!

Feel free to reach out to Johnny Quest and/or Edward Smathers (info@digthefalls.com) to schedule a meeting ASAP.

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