

VISIT BUCKS COUNTY

Pennsylvania

Marketing Partnership Application

MORE THAN
1.2MILLION
VIEWS TO VISITBUCKSCOUNTY.COM ANNUALLY

TRAVEL TO BUCKS COUNTY
SUPPORTS
MORE THAN **11,863**
JOBS

play

VISITOR
SPENDING GENERATES
\$937.2
MILLION
IN ECONOMIC IMPACT

stay

dine

TOURISM IS THE

#2 INDUSTRY IN
BUCKS COUNTY
& THE STATE OF
PENNSYLVANIA

shop

75,000+
FOLLOWERS ACROSS ALL
SOCIAL MEDIA SITES

GET YOUR SHARE OF BUCKS COUNTY'S TOURISM DOLLARS.



WHO IS VISIT BUCKS COUNTY?

Visit Bucks County is the official tourism promotion agency for Bucks County. The tourism office promotes all there is to see and do to potential visitors and residents. In addition to consumer travel, Visit Bucks County targets sports tournaments, motorcoach groups, meetings, special events and weddings.

WHY BECOME A VISIT BUCKS COUNTY PARTNER?

When you partner with Visit Bucks County, you gain access to the tourism office's team of industry experts working to drive tourism and create economic impact in Bucks County through marketing, sales, social media and public relations initiatives. The tourism office's experienced Visitor Information Center staff will be armed with information about your business at our Visitor Centers. Plus, you join nearly 500 other businesses in Bucks County who have aligned themselves with the tourism office to increase visitation to Bucks County.

VISIT BUCKS COUNTY *Pennsylvania*

QUESTIONS? CONTACT

Kate Firriolo

Marketing Services & Partnership
Visit Bucks County

215.639.0300 ext. 225

KateF@VisitBucksCounty.com

MARKETING PARTNERSHIP INVESTMENT STRUCTURE AND BENEFITS

BASIC

\$105 per year

One listing on VisitBucksCounty.com and smartphone/tablet apps.

Listing to include: Business name, address, phone, website link, email link, logo/image, 50 word description, links to your social media sites and TripAdvisor page, if applicable.

- Event posting on website calendar of events and special offers section.
- Opportunities for website upgrades and/or ads and to purchase print co-op opportunities.
- Opportunities to participate in Board of Director-led Marketing or Partnership committees.
- Consideration for social media and public relations inclusion.
- Invitation to partner events, seminars and Annual Meeting Luncheon.
- Communication and industry updates from Visit Bucks County.

CHOICE

From \$209 per year*

Includes all Basic package benefits **plus:**

- Appropriate **multiple** listings for Consumer, Meetings, Weddings & Celebrations, Sports Commission and Groups.
- Listing in official Visit Bucks County printed collateral (if applicable).
- Up to 6 photo images included in each listing category.
- Promotion through social media: Facebook, Twitter, Foursquare, Instagram, Foodspotting and Pinterest.
- Collateral placement in each of our four Visitor Center Information Centers.
- Opportunity to host travel writers and/or familiarization tours with group, meeting and wedding planners.
- Inclusion in sales department lead distribution for groups, weddings, meetings and sports.
- Quantities of VBC printed collateral to distribute at your facility.
- Opportunity for non-profits to apply for tourism grants twice a year.

PREMIER

From \$525 per year*

Includes all Choice benefits **plus:**

- Priority listing on website – Enhanced basic listing that appears above all listing results.
- Photo with name and website listing in official print publication.
- Listing descriptions up to 100 words.
- Discount and priority placement for web advertising (listed below).
- Up to 12 photo images included in each listing category.

ADDITIONAL WEBSITE EXPOSURE

Homepage Feature (300x250)

Max of three (3) partners per quarter - \$1,000/quarter

Section Landing Page Spotlight (230x230)

Max of two (2) partners per page per quarter - \$500/quarter

Sections include: Hotels/B&B, Things to Do, Restaurants, Events, Groups, Meetings, Weddings & Celebrations, Sports Commission

Partner Highlight Panel – Run of Site (210x75)

Top placement: Max of one (1) partner - \$200/quarter
2nd placement: Max of two (2) partners - \$150/quarter
3rd placement: Max of four (4) partners - \$100/quarter
4th placement: Max of eight (8) partners - \$50/quarter

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PARTNERSHIP APPLICATION

Company Name: _____

Main Contact: _____
Please list one main contact who will receive all printed correspondence.

Owner: _____ Billing Contact: _____

Physical Address: _____

Mailing Address: _____

Billing Address: _____
If different from physical address.

Phone: () _____ Additional Phone: () _____ Toll Free: () _____

Fax: () _____ Web Address: www. _____
Used for your website listing & general public.

Contact Email: _____ Business Email: _____
For VBC purposes only. Used for your website listing & general public.

Partnership Level: BASIC CHOICE PREMIER Annual Investment: _____
Based on business size or non-profit status.

Main Listing Category: HOTELS/B&BS THINGS TO DO RESTAURANT WEDDINGS & CELEBRATIONS SPORTS COMMISSION MEETINGS

Signature: _____ Date: _____

Restaurants Only

Num. of seats: _____ Type of Cuisine: _____

____ \$ Avg. entrée < \$10 _____ Breakfast Served
____ \$ Avg. entrée \$10 - \$20 _____ Lunch Served
____ \$ Avg. entrée > \$20 _____ Dinner Served
____ Sunday Brunch

We will contact you for additional information on your facility and its amenities once your application is processed.

All New Partners

Please check all that are accepted by your business:

VISA MC AMEX Discover
 Handicap accessible

Days & Hours of Operation:

Mon _____ Tues _____ Wed _____
Thurs _____ Fri _____ Sat _____
Sun _____

PAYMENT MUST ACCOMPANY THIS FORM IN ORDER TO BE PROCESSED

Amount: \$ _____ Check Enclosed: _____

Credit Card Payment: Visa Mastercard AmEx Discover

Name on Card: _____ Card #: _____

Expiration Date: ____ / ____ CSC: _____ Authorized Signature: _____

Billing Address: _____

VISIT BUCKS COUNTY PARTNERSHIP APPLICATION (CONTINUED)

Website Landing Page Listing: Please print a description about your business, products and services (50 words for Basic and Choice partners, 100 words for Premier partners). Visit Bucks County has the discretion to edit descriptions, as needed. Feel free to attach a separate sheet. We will also need a logo and/or photo(s) for your landing page listing.

Please email to KathiL@visitbuckscounty.com. Photo should be in a jpeg format. Please make certain the image(s) are at least 300 dpi and no larger than 640 pixels by 480 pixels.

MARKETING PARTNER AGREEMENT AND RULES

Partnership rules are to assure that the value of partnership with **Visit Bucks County (VBC)** is protected and enhanced and that all partners may regard their partnership with pride. VBC neither warrants nor assumes liability for the products and services of partners. Annual partnership with VBC may be discontinued or suspended for any of the following reasons:

- Non payment of dues.
- Misrepresentation by a partner of their relationship with VBC.
- Activities by a partner or its employees that are detrimental to VBC's good will and reputation or to the goals and purposes as defined in its marketing plan.

Website responsibilities: We need your cooperation and your assurance that the content information in your listing is accurate and appropriate. Content must be suitable for the general public and not contain any false claims.

Disclaimer: Visit Bucks County shall not be responsible to confirm the accuracy of any advertising content and the company providing the content shall be solely responsible for the content or any claims arising there from. Visit Bucks County reserves the right to edit all content. The company providing the content shall hold VBC harmless against any and all claims arising from the content submitted.

Please **sign below** acknowledging you have read these parameters and will abide by the limits set that apply to your level of "marketing partner investment" and that you agree to keep your information relevant and current.

Visit Bucks County reserves the right to delete information that is not provided for in your current marketing partner investment package. We also will have the final decision in approving content information to be appropriate to reside on our site.

Print name

Title

Signature

Date

Partnership Investment: Partnership investment is non-refundable. Partnership investment will be billed annually unless notification is received by phone or in writing at least 30 days prior to renewal date. Partnership investment is deductible as a business expense, not a charitable donation. I have read and understand the Rules of Partnership as defined in this Agreement and by providing the contact information above, I agree to receive communications via email, fax and/or telephone, sent on behalf of Visit Bucks County. Visit Bucks County reserves the right to disqualify an individual or business from participating in a Bureau sponsored program or event if that individual or business has an account or accounts with the Bureau in a delinquent status.

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CONTACT:

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