

Marketing Partner Levels

Do you want to leverage your marketing dollars and take advantage of VISIT FLORIDA's cooperative advertising, research, sales, promotions and public relations programs? If so, a Marketing partnership is perfect for your business. Marketing Partners are businesses who receive discounted rates and complete access to VISIT FLORIDA marketing programs as outlined in the benefits packages below. They include Premier and Small Business Partners. An Enhanced Web Listing is also included in the Marketing Partner levels.

Premier Partner - \$1500/year

An Enhanced Web Listing is included in the Premier Partner level plus:

- Learn how to utilize your benefits through one-on-one marketing consultations with a VISIT FLORIDA representative
- Up to 25% discount on qualifying advertising and sales programs
- Discounted Welcome Center Lobby Display Program, as well as free Promotional Lobby Booth Program
- Access to:
 - Research, including annual *Florida Visitor Study*
 - PR media receptions and outreach
 - Promotional programs – barter your vacation product for media exposure in key markets
 - Exhibit at Florida Encounter – appointment-based trade show for qualified meeting professionals
 - Booth share, sponsorship and brochure distribution at consumer and travel trade shows
 - Sales leads and alerts
- Complimentary partnership available to wholly owned restaurant businesses located at lodging establishments
- Receive *News to Use* – customized bi-weekly e-newsletter including editorial leads, marketing opportunities and program reminders
- Showcase specials to other VISIT FLORIDA Partners through Partner-to-Partner section in *News to Use*
- Legislative advocacy

Small Business Partner - \$395/year

* For eligibility, your gross revenues may not exceed \$1.25 million per year or your business must be a 501(C)(3) organization under IRS guidelines

An Enhanced Web Listing is included in the Small Business Partner level plus:

- Up to 25% discount on qualifying advertising and sales programs
- Discounted Welcome Center Lobby Display Program, as well as free Promotional Lobby Booth Program
- Special alerts announcing grant programs availability
- Exclusive Small Business cooperative advertising opportunities – significantly reduced rates to advertise in key publications
- Access to:
 - Research, including annual *Florida Visitor Study*
 - PR media receptions and outreach
 - Promotional programs – barter your vacation product for media exposure in key markets
 - Booth share, sponsorship and brochure distribution at consumer and travel trade shows
 - Sales leads and alerts
- Receive *News to Use* – customized bi-weekly e-newsletter including editorial leads, marketing opportunities and program reminders
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Web Partner Levels

Are you solely looking for exposure on VISIT FLORIDA's Web sites? If so, a Web partnership will meet your needs. Web Partners are those Partners whose participation with VISIT FLORIDA is limited to exposure on VISITFLORIDA.com and meetings.VISITFLORIDA.com. They include Enhanced Web and Basic Web Partners. Web Partners are eligible to participate in other VISIT FLORIDA marketing programs at the Web Partner/Non-Partner rate. Web Partners are not eligible to participate in Marketing Partner exclusive opportunities, such as Florida Encounter – an appointment-based trade show for qualified meeting professionals.

Enhanced Web Listing - \$365/year

Consumer Web site listing on VISITFLORIDA.com

- Upload 20+ photos, 360° views, videos and events
- Upload up to 5 "Hot Deals" which include packages, specials and discount offers
- Receive interactive map listing with detail, video, photo and deals tabs including "Reserve Now" link and hyperlink
- Receive priority exposure through highlighted listing and thumbnail photo on search results page
- Lodging businesses may participate in the online reservations search engine and receive a "Book Direct" button

Meeting professionals Web site listing** on meetings.VISITFLORIDA.com

- Listing includes hyperlink, 6 photos, floor plan(s) and RFP functionality
- Upload up to 2 "Special Offers"
- Receive priority exposure through highlighted listing and thumbnail photo on search results page

**Some restrictions may apply

Access to participate in Florida Vacation Auction

- Promotional web site featuring accommodation and attraction special offers in an auction format

Basic Web Listing - \$95/year

Consumer Web site listing on VISITFLORIDA.com

- Listing includes hyperlink, description and 1 photo

Meeting professionals Web site listing** on meetings.VISITFLORIDA.com

- Listing includes hyperlink, 6 photos, floor plan(s) and RFP functionality

**Some restrictions may apply



Questions? Contact the VISIT FLORIDA Industry hotline at 877-435-2872.