

VISITFLORIDA®



PARTNERSHIP BENEFITS





BECOME A VISIT FLORIDA MARKETING PARTNER

Market your brand, attract more visitors and boost revenue through unique exposure in partnership with the Official Tourism Marketing Corporation for the State of Florida. Marketing Partners receive the following **core benefits (OVER \$60K IN VALUE):**

Business listing in the *Official Florida Vacation Guide*. Distribution: 300,000 copies (print & digital) **(\$5,000 VALUE)**

Enhanced Web Listing on **VISITFLORIDA.com**. Additional exposure on FloridaMeetings.com, if eligible **(\$365 VALUE)**

Access to valuable resources in our new **Small Business Marketing Toolkit**. Receive exclusive access to 30+ marketing, advertising and PR resources **(\$1,000 VALUE)**

Share your news and **press releases** on VISIT FLORIDA's media website, and participate in exclusive public relations programs **(\$1,000 VALUE)**

Access to **VISIT FLORIDA research** (visitor profiles, trends and international data) and a **free subscription to Skift's research reports (\$50,000 VALUE)**

Ability to promote **Partner-to-Partner specials** and discounts on VISITFLORIDA.org **(\$720 VALUE)**

Submit posts for consideration on VISIT FLORIDA's **consumer-facing social media pages (\$1,000 VALUE)**

Access to **educational webinars** on marketing topics and trends **(\$1,200 VALUE)**

Download pictures from VISIT FLORIDA's **image Library** for marketing purposes, as well as use the **VISIT FLORIDA Partner logo** to show your affiliation **(\$1,000 VALUE)**

MAXIMIZE YOUR MARKETING PARTNERSHIP BY TAKING ADVANTAGE OF UNIQUE VISIT FLORIDA PROGRAMS:

- Leverage discounted co-op advertising opportunities, including broadcast, print, and digital (discounts of up to 25% off published rates)
- Receive discounted rates on “Own a Welcome Center” programs and brochure distribution at the Official Florida Welcome Centers
- Participate in consumer promotions. In exchange for room nights, gift certificates, admission tickets and other in-kind elements that make up vacation prize packages, participating Partners are featured in promotional advertising

Learn more about these and many other opportunities at VISITFLORIDA.org.

TWO LEVELS TO JOIN:

PREMIER (\$1,500/YEAR) OR SMALL BUSINESS* (\$395/YEAR)

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

WEB LISTING LEVELS (NON-PARTNER)

Only looking for exposure on VISITFLORIDA.com?

There are two web listing levels you can choose from – Free or Enhanced* (\$365/yr).

Below is a list of features included with each:

| | Free | Enhanced* \$365/year |
|---|------|-------------------------|
| Business contact information, business description, one photo and link to your business website | ✓ | ✓ |
| Priority search result placement | | ✓ |
| Ability to upload up to 12 images, 1 video, 5 deals and 20 events to your listing | | ✓ |
| Links to your social media pages: Facebook, Google+, Instagram, Pinterest, Twitter, and YouTube | | ✓ |
| Listing on FloridaMeetings.com, if eligible | | ✓ |

** An Enhanced Web Listing is included with a Marketing Partnership.*

CONTACT US TO EXPLORE PARTNERSHIP & MARKETING OPPORTUNITIES



ENROLL TODAY AT VISITFLORIDA.org/join
Email us at partner@VISITFLORIDA.org

 facebook.com/floridatourism

 twitter.com/floridatourism