



# **PARTNER IN TOURISM**

## **MEMBERSHIP BENEFITS, POLICIES AND RATES**

Some of the many benefits you receive as a Partner in Tourism include:

- Placement of marketing collateral in the visitor center (35,000+ visitors per year)
- Website listing with up to 5 photos and link to your website
- Included in media and sales leads, as applicable
- Cooperative opportunities in trade shows
- Opportunity to include your promotions/news in our monthly eNewsletter to over 80,000 subscribers
- Inclusion of your DEALS on our website
- Press releases and target specific releases, as applicable
- Included on relevant Social Media posts by VYMC
- Free marketing & PR consultation by our marketing team
- Cooperative marketing opportunities
- Inclusion of events on our website Calendar of Events
- Invitation to special tourism related events
- Complimentary Front Desk/Line Employee training on things to do in our area
- Visit California website training for free business listings, event & news uploads
- Advertising discounts in our annual Visitors Guide
- Inclusion in our daily alerts email with news from Yosemite, events, and surrounding area information
- Additional marketing opportunities include website banner, phone board, video play in lobby and Digital Wall

### **Policies:**

- Membership period is from January 1<sup>st</sup> through December 31<sup>st</sup>
- Membership dues are billed annually, on December 1<sup>st</sup>, and due 30 days from the billing date
- New Memberships can be prorated from sign-up date to December 31<sup>st</sup>
- Retail & restaurant gift certificates must be valid for at least one year from issue date and will be used for (but not limited to) tours, contests/promos, trade show baskets and in-house promotions
- Member business must be in Madera County or on the Highway 41 Corridor/Yosemite (exceptions are strategic partnerships approved by CEO)

### **Rates for Madera County Partners:**

- Non-Profit Service Organizations: No Charge
- Museums & Art Galleries: \$100 per year
- Retail Stores: \$100 per year OR 4 - \$25 gift certificates
- Restaurants: \$100 per year OR 4 - \$25 gift certificates
- Individual Wineries: Donation of 5 bottles of wine per year (Tax ID# 77-0394433)
- Attractions/Spa/Tours/Transportation/Other Services: \$250 per year

### **Rates for approved lodging businesses outside of the incorporated area of Madera County:**

- Hotels: \$3 per room (minimum \$500) per year
- Vacation Rental: \$300 per year
- Vacation Rental Agency with 5+ rentals: \$300 base plus \$25 per home
- Vacation Rental Agency (in Madera County but not paying TBID): \$500 flat fee
- Bed & Breakfast Inns with 1-2 rooms: \$300 per year
- Bed & Breakfast Inns with 3+ rooms: \$400 per year

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