Visit Alexandria: Member Promotions & Marketing Programs
Annual Planner

Each year, Visit Alexandria offers its members the opportunity to participate in a number of marketing programs and promotions. This form is intended for internal use to help you plan your participation for the year by checking off the ones you are interested in. An estimated timeline is also included, so you can keep an eye out for correspondance with specific sign up details and deadline information closer to the actual date(s) for each promotion. If you would like additional information or if you have any questions, please contact Trisha Meisner at tmeisner@visitalexva.com or (703) 652-5368.

Program Name	Member Category	Cost	Member Sign-Up*	Event/Launch Date	Yes	No
Customized Listings on Visit Alexandria's Website	All	Free	Ongoing	Ongoing		
Online Advertising on Visit Alexandria's Website	All	$100-$1000/mo	Ongoing	Ongoing		
King Street Trolley & Visitor Center Advertising	All	$133-$200/mo	Ongoing	Ongoing		
The Official Alexandria Menu Book	Restaurant	Free	Ongoing	Ongoing		
Visitor Center Brochure Distribution	All	Free	Ongoing	Ongoing		
Breakfast with the President	All	Free	Varies	Varies		
Seasonal Content Submissions	All	Free	Varies by Season	Varies by Season		
What's New Meeting	All	$15	January	January		
Summer Seasonal Hotel Package	Hotel	Free	April	June-September		
Summer Social	All	$15	June	June		
Sidewalk Sale	Retail	Free	June	August		
Summer Restaurant Week	Restaurant	Free	June	August		
The Official Visitor Guide Customized Listing	All	Free	August	December		
Annual Meeting	All	$25	September	September		
The Official Visitor Guide Advertising	All	$2,410-$17,600	September	December		
Holiday Shopping Weekend	Retail	Free	September	November		
Restaurant Openings & Dining on Major Holidays	Restaurant	Free	October	November-January		
Winter Restaurant Week	Restaurant	Free	November	January/February		
Winter Seasonal Hotel Package	Hotel	Free	November	January-March		

*The sign-up month listed is estimated based on previous years' events.