



THE POWER OF PARTNERSHIP



Arlington Visitors Spent
\$669,000,000
in 2014



11,000+
Tourism Supported Jobs



www.arlington.org

WHY ARLINGTON MARKETING PARTNERSHIP?

More than **10 million visitors** come to Arlington each year, spending an average of 2.5 days in our area. Becoming an official Arlington Marketing Partner (AMP) has a wide range of benefits for your business or organization. The Arlington Convention & Visitors Bureau helps you get a piece of this business:

- Leisure Travelers
- Group Tours
- Family Reunions
- Performance and Educational Excursions
- Radio & TV Exposure
- Meetings & Conventions
- Familiarization (FAM) Tour Participation

Join the Network – Instantly become part of a strong business network that the ACVB showcases to millions of visitors annually.

Get Exposure – AMP Partners are exposed to millions of potential customers via our website, partnership directory, print and digital publications, and more.

Be Connected – AMP businesses get face-to-face time with tourism experts, bureau team members and other involved partners to create more business opportunities and increase economic prosperity for the region.



DIRECT SALES

The ACVB hosts 100+ groups annually and grows that business each year. Partner with ACVB staff members to engage this lucrative audience.

Sales Leads, Referrals and Assists: ACVB promotes AMP Partners as first-line resources through leads or referrals for group business.

Insider Details: Discover who is planning public conventions in town—and bringing large groups of potential customers with them. Our convention list is exclusively available only to AMP Partners.

Familiarization (FAM) Trips: The ACVB hosts qualified media, journalists, meeting planners and tour operators throughout the year. During these FAMiliarization Trips, planners experience AMP Partners first-hand so they can see the many enticing options in Arlington.

Cooperative Marketing: Through Sales Co-ops, an ACVB sponsored tradeshow or sales mission, AMP Partners can access cost-effective options to band together and cross-promote services.

“Our partnership with Arlington Convention & Visitors Bureau has been an invaluable asset for us. Their expertise in and around Arlington has provided insight to help us grow our business and ultimately increase the bottom line. We have had the pleasure of directly partnering with them on specific events and are continually impressed by their leadership team and support staff. I highly recommend partnering with Arlington Convention & Visitors Bureau.”

Sean Decker,
*Vice President Ballpark
Operations*
Texas Rangers Enterprises

STRATEGIC MARKETING

The ACVB helps to stretch and maximize marketing dollars by helping you communicate with potential customers via timely print and digital promotions.



Official Visitors Guide: 125,000 copies of Arlington's official leisure publication are printed and distributed annually to individual travelers. The guide promotes top attractions, excursions and activities and is also available online.

ACVB Website Listing: Basic presence on our website gives your business exposure to almost 500,000 potential customers that access arlington.org. You also have the option of adding special discounts on our exclusive Deals & Coupons page.

Visitor Services: Each year more than 100,000 visitors engage our visitor services volunteers to learn more about Arlington activities. Take advantage by placing a brochure at our Visitor Welcome Center and updating our volunteers.

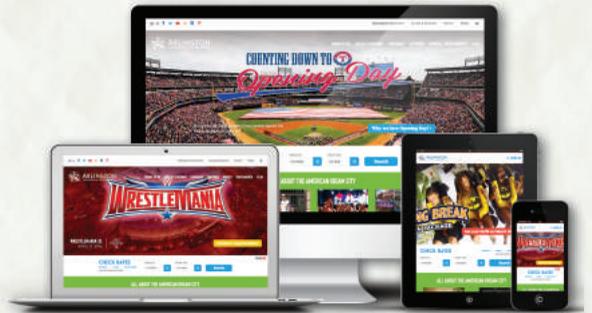
Social Media/Blog: Keep us informed on what's happening at your business so your news can be considered for our regular posts. Contributing bloggers share insider perspectives on favorite Arlington eats, attractions, shopping, spas, events and more. The "Pursuit of Happy" blog posts weekly on arlington.org.

Arlington.org Online Advertising: Gain more exposure through targeted advertising on the official Arlington visitor website.

Promotions: Partners provide products/services for the purpose of social media contests, radio promotions, etc. Managed by our PR department, these promotions are a cost-effective way to expand your marketing reach.

Public Relations: The ACVB is in constant contact with print, digital and broadcast media. Keeping us "in the know" about your business is a win-win. It helps staff members offer fresh news about our ever-changing destination while giving you FREE media exposure.

Marketing Co-ops: ACVB sponsored advertising buys offer AMP Partners cost-effective advertising rates that diversify and strengthen the overall desirability of their destination.



10,000,000

Tourists Travel To Arlington Annually

VISIT US ONLINE ARLINGTON.ORG



NETWORKING & EDUCATION

Partnership means building relationships, so let the ACVB help you build bridges for the future.

Updates: Knowledge is power, and the AMP program provides your business with the latest developments about the tourism industry, plus the valuable ideas you need to attract travelers. Stay in the know with our Partner Update E-mail, which shares new business opportunities and reports City successes.

Partner Events: The Arlington CVB has an AMP event monthly to provide networking opportunities to increase your business and to stay abreast of industry trends. Partners find these events to be one of the greatest benefits of partnership. You never know who you'll meet, what insight they will offer and what new business opportunities will be forged.



Annual Meeting: The ACVB Annual meeting is an invitation-only, inspiring and informative event to celebrate the previous year's accomplishments. Hear from our President and engaging guests, then kick off the year in style with fellow partners. AMP Partners are invited to buy a ticket or table to help us celebrate tourism in Arlington.

Personal Assistance: Showcase your business by meeting one on one with ACVB team members so they can better market, sell and promote your business. Let the ACVB team be your business consultants for reaching niche markets and using the tools and resources to maximize your business.



“Since partnering with the Arlington Convention & Visitors Bureau in July 2013, we have benefited from the national and international exposure to visitors of Arlington, exclusive partnership benefits for our individual tenants, and partnership events held at Arlington Highlands. We continue to see this as a very beneficial relationship, expanding marketplace awareness for our shopping center.”

Chris Grba,
General Manager
Arlington Highlands



For complete information about Arlington Marketing Partner benefits, please contact us today:

817-704-7570 | partners@arlington.org | www.arlington.org/partner