



3 REASONS TO BECOME A MEMBER

As the official destination marketing organization for Fresno County, Visit Fresno County reaches visitors from around the world through marketing and sales efforts.

Be Connected

1

Visit Fresno County members are given direct business referrals from our marketing department platforms and sales department clientel, as well as tools to become stronger tourism partners.



Get Exposure

2

Our members are always given priority consideration in our expansive marketing strategy, providing wide exposure to millions of potential customers.

Robust Research

3

Visit Fresno County members have access to extensive marketing insights and our expert knowledge of industry trends



JOIN TODAY!

APPLY AT VISITFRESNOCOUNTY.ORG/MEMBERSHIP

SCAN ME



MEMBERSHIP LEVELS: YOSEMITE, SEQUOIA AND KINGS CANYON

Visit Fresno County is a non-profit destination marketing organization that promotes Fresno, Clovis and the rest of Fresno County to the world.

Yosemite / \$250.00 annually (Community Supporter)

- Sales leads for group business (Attractions, Catering, Restaurants, Venues)
- Complimentary business highlight in official visitors guide
- Complimentary business directory page and web link on VisitFresnoCounty.org
- Cooperative multi-media advertising opportunities
- Industry-directed educational opportunities
- Complimentary brochure placement at six area satellite visitors centers and the Visit Fresno County Office
- Business referrals
- Business feature where applicable in travel media submissions
- Banner ad placement on Visit Fresno County website for extended advertising reach
- Members-only discounts on advertising
- Discount on app ads
- Quarterly marketing newsletters

Sequoia / \$450.00 annually

- Community Supporter benefits
- Marketing insights (quarterly analytics plus one end-of-year summary report with analytics from blog features, social media highlights, website listing visits, economic forecast report, etc.)
- Social media feature
- One free VFC app ad
- One blog highlight per calendar year
- Members-only collateral (ie: stickers, inclusion in app challenges etc)

Kings Canyon / \$600.00 annually

- Community Supporter benefits
- Marketing insights (quarterly analytics reports plus one end-of-year summary)
- Marketing Crash Course (one 30-minute best practices & crash course session with a Visit Fresno County staff member)
 - Brief introduction to Google My Business, Google Analytics, Social Media Analytics, using Google Ads effectively
- Social media features (at least two)
- Inclusion in one Google ad each calendar year with post-campaign analytics
- VFC app ads (two complimentary, others at discount)
- Access to Tourism Ambassador program
- Two blogs highlights per calendar year
- Members-only collateral

