



GOLDEN ISLES ASSET POLICY

This document sets forth the policy of the Golden Isles Convention and Visitors Bureau concerning the sharing of marketing assets. This includes but is not limited to photos, videos, logos, and creative designs belonging to the Golden Isles CVB.

NOTICE

The Golden Isles Convention and Visitors Bureau proudly supports and represents our region and our Partners; this policy was created to clarify when and where marketing assets belonging to the Golden Isles CVB can be shared.

POLICY

For a business or organization to receive access to marketing assets owned by the Golden Isles CVB, they must fall under one of the following categories:

-Media company on assignment: There must be guaranteed coverage of the story, and it must align with the Golden Isles CVB brand to showcase the destination in a positive manner.

-Platinum partner of the Golden Isles CVB: The platinum level is the highest level of partnership with the Golden Isles CVB. Platinum partners receive a full-page ad in the Golden Isles Visitor Guide, as well as an enhanced listing on our website, a rack display in our welcome center, special promotion, and more. To become a platinum partner, please contact our Partnership Manager, Chelsey, at chelsey@goldenisles.com.

-Official local government entity for use in business recruitment endeavors, quality of life enhancements, and other uses as deemed appropriate by the Golden Isles CVB.

-Civic organization with a planned conference in the Golden Isles: If an organization from a different destination is hosting an annual conference in the Golden Isles.

The Golden Isles CVB will not share marketing assets with the following:

-Individuals or private properties requesting assets for promotional purposes

-Individual realtors or realty groups who are not active Platinum Partners of the Golden Isles CVB

-Local businesses that are not active Platinum Partners of the Golden Isles CVB

-Businesses or organizations outside of Glynn County. Special considerations may apply.



DISCLAIMER

The Golden Isles CVB retains the right to deem appropriate the sharing of marketing assets as unique situations arise. We're happy to consider special requests, however any request beyond the coverage of this policy will need to be reviewed and approved by the CEO, leadership, and marketing team of the Golden Isles CVB.

Requests for assets must be submitted in writing, with thorough detail outlining intended usage and placement, to Marcie Kicklighter, Director of Brand Marketing & Communications, at marcie@goldenisesles.com.