



GULF COUNTY TOURISM 2021 PARTNER PROGRAM



This year we wanted to take the opportunity to be eco-friendly by having a Digital Visitor Guide only. We have many 2020 Visitor Guides that did not get distributed. We will be using these going forward with call outs to let visitors know about the new Digital Visitor Guide. For 2022, we hope to be back with a printed visitor guide.

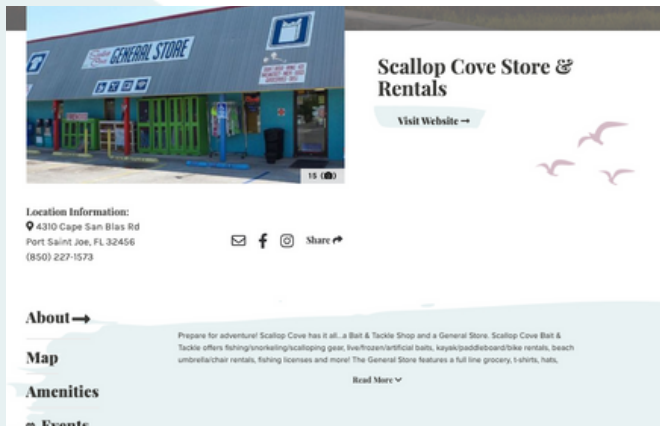
Advertising Bundles

<u>Introductory Bundle</u>	<u>Introductory 2.0 Bundle</u>
<ul style="list-style-type: none">• Priority Website Listing• Welcome Center Collateral	<ul style="list-style-type: none">• Priority Website Listing• Welcome Center Collateral• Facebook Single Image Ad
Price- \$150	Price- \$300

<u>Digital Ad Bundle</u>	<u>Everything Bundle</u>	<u>Bed Tax Bundle</u>
<ul style="list-style-type: none">• Priority Website Listing• Facebook Single Image Ad <u>or</u> Carousel Ad• Enewsletter Ad• Featured Partner Ad	<ul style="list-style-type: none">• Priority Website Listing• Welcome Center Collateral• Facebook Single Image Ad <u>or</u> Carousel Ad• Enewsletter Ad• Featured Partner Ad	<ul style="list-style-type: none">• Priority Website Listing• Welcome Center Collateral• Facebook Single Image Ad <u>or</u> Carousel Ad• Enewsletter Ad• Featured Partner Ad
Price- \$500	Price- \$670	Price- \$630

**Bed Tax Collectors Only

Advertising Opportunities



Priority Website Listing

- Higher position in Listing Results
- Access to Partner Extranet in order to edit Listing amenities, copy, gallery of images (25), Location, Website Link, and Direct Phone Number. You can even add Events and Offers!
- Access to Dashboard to monitor traffic to your Listing Page on Visitgulf.com

Welcome Center Collateral

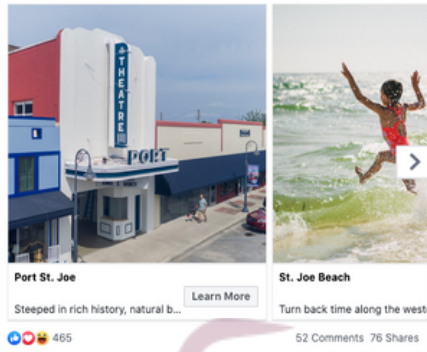
- One Slot in the Welcome Center for brochures, rack cards, business cards, menus.
- GCTDC staff will store and stock materials, but partner MUST supply materials.
- 4,897 visitors June 2017- June 2018



Facebook Promotion Single Image

- Week long Facebook Ad through Gulf County Tourism
- At least 5,000 Impressions
- 32 Partner Ads, first come, first served (FCFS) to paid-in-full Partners, 1 Ad per Partner
- Clicks-through to partner website, Average Clicks 300
- GCTDC will design ad based on your Listing Page copy & images

Located in Northwest Florida, Gulf County boasts 43 miles of natural shoreline. Here, where water surrounds us, we don't have high-rises or busy highways, and never will. Discover our destinations.

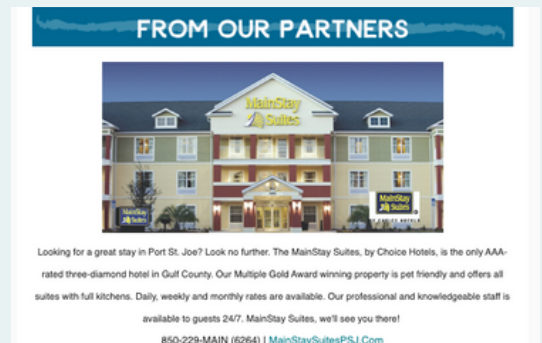


Facebook Promotion Carousel

- Week long Facebook Carousel Ad through Gulf County Tourism
- Carousel Ad of 3-5 Images
- At least 5,000 Impressions
- 12 Partner Ads, first come, first served (FCFS) to paid-in-full Partners, 1 Ad per Partner
- Clicks-through to partner website, Average Clicks 300
- You will supply copy and 3-5 Images for GCTDC to utilize for your ad

eNewsletter Partner Ad

- Newly Redesigned Monthly eNewsletter 18,000+ subscribers
- 24 Partner Ads, first come, first served (FCFS) to paid-in-full Partners, 1 Ad per Partner.
- Clicks-through to partner website



Visitgulf.com Featured Partner Ad

- Listing Page Preview Advertisement on Destination Pages
- Stays on one of our Destination Pages of your choice: Cape San Blas, Port St. Joe, Indian Pass, St. Joe Beach, or Wewahitchka. Your choice based on first served (FCFS) to paid-in-full Partners.
- 18 Spots available for each destination, one 60 Day Ad/Destination/Partner
- 3 Ads Per 60 Days will show on the Destination Page
- Clicks-through to partner listing



Water's Edge RV Park
16 pristine, spacious RV spots located on Indian Lagoon Full hook-ups with electric, water, sewer and Wi-Fi service Five minutes...

Featured Partners



Coastal Joe Vacation Rentals
At Coastal Joe Vacation Rentals, we believe that your vacation should be time spent on your terms. To that end, we offer a variety...



Pristine Properties Vacation Rentals
Where Would You Rather Be? Cape San Blas Vacation Rentals - St. Joe Beaches Our Cape San Blas office is up and running and...

All digital opportunities are scheduled randomly and any business cannot pick and choose their dates.

As a partner, you automatically agree for the GCTDC to use any of your public post on social media channels for advertising.

Extra Opportunities

Dedicated Blog

- Dedicated blog on Visitgulf.com and written by TDC Staff
- Blog will be used in Newsletters and Social Media (boosted post)
- Evergreen on Visitgulf.com
- 12 blogs available, first come, first served (FCFS) to paid-in-full Partners, 1 Ad per Partner

Price \$200



Retail Therapy

By Kristy Grove on May. 06, 2020

Take a stroll through Downtown Port St. Joe where you can browse the day away in locally owned boutiques, bookstores and shops. Within easy walking distance, you will also find local outfitters that can get you on the beach with a new chair or fishing with a new reel. Additional shops are located...

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Concierge Program

Every paying partner is included in our Concierge Program. Gulf County Concierge staff point travelers in the right direction with online or phone sessions- that covers lodging as well as adventures and different waterways- BEFORE visitors even get to Gulf County. These connections that you can make with visitors will keep them coming to Gulf County and keep them spending money at your business. You too can use this service or point your customers to it as well. Just email concierge@visitgulf.com.



Exposure Opportunities

- TDC Hosted Events- Holidays, Taco Week
- Snow Bird Expo
- Official Visit Florida Welcome Center Festivals
- Winter Fun Event Host
- GCFL Sweepstakes
- Journalist Visits
- St. Joseph Bay Golf Club Opportunities



What do you need to do next?

If you are interested in becoming a partner please read the Ad Material Rules & Guidelines and then proceed to order your opportunities on the [Partner Extranet](#) through [Visitgulf.com/partners](#). If your business is already on VisitGulf.com and you need to access the Extranet please email Adrienne@visitgulf.com. If you are a new business not already on Visitgulf.com please visit [Visitgul.com/JoinUs](#) to create your account and then order your opportunities. For any questions regarding the Extranet, please contact Adrienne@visitgulf.com or call 850-229-1647

Once you've chosen your opportunities, you will receive an invoice via email. You can mail a check or turn it in at the Welcome Center.

Is your business eligible to be a GCTDC Partner?

Businesses who offer travel-related services available in Gulf County are eligible to participate in the Partner Program. Travel-related services are defined as services provided by entities that generate bed-tax collection, shops, restaurants, retailers, outriggers, tour guides, charter captains, attractions, event planners, and/or equipment rental. Partners receiving leads from the GCTDC must agree in writing to not distribute leads to other partners or entities. Companies outside of Gulf County that offer accommodation services are not eligible, however, entities that provide travel-related services in neighboring communities may be. In this instance, Gulf County partners will have priority based on availability.

Ad Material & Guidelines

In an effort to stay consistent and effectively align the master brand (Gulf County) with our sub-brands, the GCTDC will work with each partner to ensure the information submitted is relevant, clear and visually pleasing. Specifically:

1. Partner promotional copy for must be clear, up-to-date and in support of Gulf County Tourism. The GCTDC programs are not designed to sell Real Estate or other services that do not enhance our visitors' experience while vacationing in Gulf County. The GCTDC will provide a round of proofing to partners prior to the printing of the guide.
2. Ads need to be in compliance with ordinances.
3. Logo and photography supplied will be in the form of a high-res file, not a PDF. Should the image include people who can be easily recognized by the reader, a photo release will need to be provided to the GCTDC.
4. All printed collateral provided by partners for display in the Welcome Center must be professionally produced to ensure consistency and a visually pleasing environment for guests.
5. If you are a Lodging Partner who has rentals in other areas and Gulf County, your Welcome Center Collateral, Web Ad Material, and Printed Ad Material must not have areas outside of Gulf County in a prominent place.