



# 2024 PARTNER PROGRAM

CAPE SAN BLAS - INDIAN PASS - PORT ST. JOE - ST. JOE BEACH - WEWAHITCHKA





# PARTNER ELIGIBILITY

The Gulf County TDC Partner Program is a FREE program that is open to businesses that offer travel-related services available in Gulf County.

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.

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, businesses located in the taxing district of Gulf County will have priority based on availability. Fully-digital services are not eligible for this program, with the exception of accommodations services which have a dedicated website with a direct link to listings in Gulf County.

Partners receiving leads from the GCTDC must agree in writing to not distribute leads to other partners or entities.

Gulf County TDC Partners are required to abide by the Gulf County Brand & Standard Operating Procedures, as well as, Gulf County Ordinances. The Gulf County TDC reserves the right to accept, refuse, or revoke Partner Membership without cause.



# PARTNER BENEFITS

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## PERSONALIZED ONLINE PROFILE

Partners create a FREE personalized listing on VISITGULF.COM – which receives over 300K visitors per year and generates traffic to our partner websites annually. Plus, you can log-in to your private portal to post special offers and deals for your business, add events to our monthly event calendar, update business information, image/logo galleries, and more!

## EXCLUSIVE PARTNER E-NEWSLETTER

Want to know what's new and what's next in our destination? Partners receive our exclusive partner communications, including a monthly e-newsletter with industry updates, webinars, event invites, crisis management, campaign updates, and co-op opportunities!

## RESULTS-DRIVEN LEADS

Throughout the year, partners receive qualified sales and services leads and direct referrals from our team.

## TRAVEL AND TOURISM INDUSTRY RESEARCH

Our team consistently reports on domestic and international trends, lodging statistics, and other destination research, and we make this valuable information available to our industry partners. Plus, you'll receive direct access to our TDC team experts for one-on-one consultations. If you need help with visitor services, hospitality, or anything, we've got you covered!

## MEDIA OPPORTUNITIES

We feature partner information, events, and updates in our ongoing promotional campaigns to local, national, and international media. Plus, we host writers and media representatives to the destination and share these exposure opportunities with our partners.

## NETWORKING, WORKSHOPS, AND INDUSTRY EVENTS

One of the main reasons for businesses to join organizations is...networking opportunities! As an industry partner, you will receive exclusive invitations to partner networking events, the annual meeting, educational workshops & training opportunities, and unique destination experiences.

# PAID OPPORTUNITIES

These exclusive Advertising Opportunities are a great way to enhance your partnership! If you're investing in a promotional opportunity for your business, you want to really make it pop. That's why we have a variety of unique options to fit every business and budget.

Silver Bundle	Gold Bundle	Platinum Bundle
<ul style="list-style-type: none"><li>• Priority Website Listing</li><li>• Welcome Center Collateral</li><li>• Organic Social Media Posts</li></ul>	<ul style="list-style-type: none"><li>• Priority Website Listing</li><li>• Welcome Center</li><li>• E-newsletter Ad (FCFS 24)</li><li>• 1/9 Page Visitors Guide Ad (FCFS 27 Avail)</li><li>• Organic Social Media Posts</li></ul>	<ul style="list-style-type: none"><li>• Priority Website Listing</li><li>• Welcome Center Collateral</li><li>• E-newsletter Ad (FCFS 24)</li><li>• 1/4 Page Visitors Guide Ad (FCFS 48 Avail)</li><li>• Organic Social Media Posts</li></ul>
Price- \$150	Price- \$350	Price- \$550

\*Print Ads may be purchased separately based on space & availability.

\*\*Bed Tax Collectors Receive  
10% Off Package of Choice

## Trade Program

Our Gulf County TDC Trade Program is open to Tourism Industry Partners in Gulf County who offer food & beverage, retail, adventure/charter, tour guide, equipment/boat rental, accommodations, and concierge services. Partners eligible for this program have the opportunity to trade their services for Paid Opportunities.

Traded Services could be used for the following TDC opportunities: media visits, prizes at TDC-hosted events, giveaways, and more!

If you are interested in our Trade Program for 2024, please reach out to [Summer@visitgulf.com](mailto:Summer@visitgulf.com) for more information.

# PARTNER INFORMATION

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Business Name \_\_\_\_\_

Physical Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

Business Phone \_\_\_\_\_ Business Email \_\_\_\_\_

Website \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

List any social media tools your business uses: \_\_\_\_\_

**Please Circle Selected Package:** Silver Bundle    Gold Bundle    Platinum Bundle

**Is Your Ad Copy Changing?** Yes    No

**Are You A Bed Tax Collector?** Yes    No

**Are You Interested in Our Trade Program?** Yes    No

In an effort to stay consistent and effectively align the master brand (Gulf County) with you, our sub-brand, the GCTDC will work with you to ensure the information submitted is relevant, clear and visually pleasing. I agree to follow all the Rules & Guidelines as stated in the 2024 Partner Program document.

**Name** \_\_\_\_\_ **Date** \_\_\_\_\_

If you have questions about this program, please contact Summer Johns, Marketing & Community Relations Specialist, Summer@visitgulf.com or call (850) 229-7802.

## ALL ORDER FORMS, PAYMENT & AD MATERIALS DUE by July 31st 2023 at 4:00 PM ET

