



GULF COUNTY TOURISM 2020 PARTNER PROGRAM

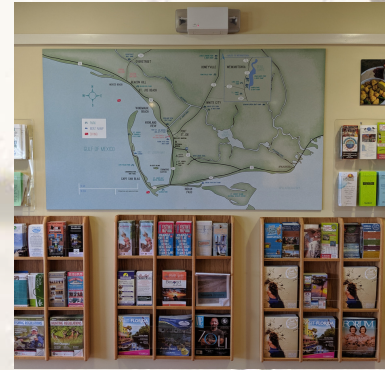


OUR PARTNER PROGRAM IS DESIGNED TO BE A LA CARTE. THIS ALLOWS YOU TO PICK AND CHOOSE THE OPPORTUNITIES THAT FIT WITH YOUR BUSINESS. IF YOU HAVE ANY QUESTIONS PERTAINING TO OUR OPPORTUNITIES PLEASE DO NOT HESITATE TO CALL THE GCTDC.

Opportunities

1.) WELCOME CENTER

- Partner 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

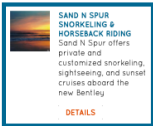


Cruise the mane drag for a vacation memory

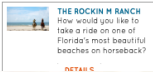
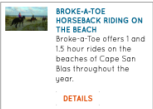
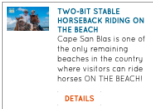
Whether it's riding off into a sunset, or a private excursion for family photos, a horseback ride on Cape San Blas is a great way to make memories. Someone once

[Read More](#)

Featured



Other Businesses



2.) FEATURED WEBSITE LISTING

- Higher position in Search Results.
- Will be listed as a featured partner on at least one landing page
- Search Results offer direct link to partner site and click to call on mobile
- Detail Listing Page includes 50 Word Copy, Photo, Logo, Location, Website Link, and Direct Phone Number

3.) INTRODUCTORY BUNDLE

- Get all Welcome Center Partner
- Get all Featured Website Partner

4.) VISITOR GUIDE NINTH PAGE AD

- Ad includes 25 Word Copy, Photo, Logo, Location, Website Link, and Direct Phone Number
- 60,000 copies distributed
- Distribution locations: ECP airport, VPS Airport, SFB Airport, 4 Official Visit Florida Welcome Centers, 40+ local stands, expo shows and direct mail-out leads



5.) VISITOR GUIDE QUARTER PAGE AD

- Ad includes 75 Word Copy, Photo, Logo, Location, Website Link, and Direct Phone Number
- 60,000 copies distributed
- Distribution locations: ECP airport, VPS Airport, SFB Airport, 4 Official Visit Florida Welcome Centers, 40+ local stands, expo shows and direct mail-out leads



Opportunities

6.) VISITGULF.COM 90 DAY AD

- 400x400 Square display ad
- Ads rotate evenly throughout 30+ pages
- 90-day ad life
- Clicks-through to partner website
- 40 Partner Ads, first come, first served (FCFS) to paid-in-full Partners, 1 Ad per Partner (10 Ads per rotation)



FROM OUR PARTNERS



Serenity Beach Rentals
Offering vacation rentals from Cape San Blas to Mexico Beach. Whether it's hours of quiet solitude or activities in the great outdoors that you crave, we have something for everyone.



Presnell's Bayside Marina & RV Resort
We offer 70 new full-service sites with 30 and 50 amp services, full sewer hookups, Cable TV, and Wifi! Ships Store and Marina located in the calm waters of St. Joseph Bay.

7.) ENEWSLETTER PARTNER AD

- Newly Redesigned Monthly eNewsletter 27,000+ subscribers
- 24 Partner Ads, first come, first served (FCFS) to paid-in-full Partners, 1 Ad per Partner.
- Clicks-through to partner website

8.) FACEBOOK PROMOTION

- Week long Facebook Ad through Gulf County Tourism
- At least 3,000 Impressions
- 32 Partner Ads, first come, first served (FCFS) to paid-in-full Partners, 1 Ad per Partner
- Clicks-through to partner website

Gulf County Florida Tourism Sponsored

Let our friends at Coastline Vacation Rentals take care of you on our next visit to Gulf County! Coastline Vacation Rentals make sure you have the best experience while on vacation. You may come as guests, but you will leave as family!



COASTLINE VACATION RENTALS
Coastline Vacation Rentals
Let our friends at Coastline Vaca... [LEARN MORE](#)

9). BED TAX COLLECTOR MEGA BUNDLE

- Get all Welcome Center Partner
- Get all Featured Website Partner
- Get a Quarter Page Visitor Guide Ad
- Visitgulf.com 90 Day Ad
- Newsletter Ad
- Facebook Promotion

Extra Opportunities

10.) 90 DAY WELCOME CENTER VIDEO- PILOT PROGRAM

- :30 Commercial Ad of your business
- Evenly Rotates with 5 other businesses
- Offered ONLY to In-Market Things-To-Do Businesses-Charter Captains, Restaurants, Shops Etc
- TDC can Film or you can use a previously recorded commercial.
- 20 Businesses, first come, first served (FCFS) to paid-in-full Partners, 1 Video per Partner.



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

- Snow Bird Expo
- Official Visit Florida Welcome Center Festivals
- Winter Fun Event Host
- GCFL Sweepstakes
- Journalist Visits
- St. Joseph Bay Golf Club Opportunitites



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.

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 fill out the order form on the last page of this packet. If you have any questions on how to fill out the form please call Adrienne Glass at 850-229-1647. We only accept CHECK or MONEY ORDER. Order forms can be turned in the Welcome Center or via email a copy to Adrienne@visitgulf.com

*If your business needs an invoice in order to process payment, let Adrienne know when you turn in your order form.

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 website and/or Visitor Guide 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 on a prominent place.

2020 PARTNER PROGRAM ORDER FORM

| Please Circle | Opportunity | Cost | What to provide to GCTDC |
|---------------|-------------------------------------|-------|---|
| 1 | Welcome Center | \$100 | Business Card/Rack Card/Brochure/Menus |
| 2 | Featured Website Listing | \$100 | Logo, Photo, 50 Word Copy |
| ★ 3 | Introductory Bundle (1&2) | \$150 | Items in 1 & 2 |
| 4 | Visitor Guide Ninth Page Ad | \$300 | Logo, Photo, 25 Word Copy |
| 5 | Visitor Guide Quarter Page Ad | \$500 | Logo, Photo, 75 Word Copy |
| 6 | Visitgulf.com 90 Day Ad | \$150 | Logo, Photo |
| 7 | Enewsletter Partner Ad | \$150 | Logo, Photo, 25 Word Copy |
| 8 | Facebook Promotion | \$150 | Logo, Photo, 25 Word Copy |
| ★ 9 | Bed Tax Bundle (1, 2, 5, 6, 7, & 8) | \$900 | Logo, Photo, 75 Word Copy, 25 Word Copy |
| 10 | Welcome Center Video Pilot Program | \$150 | :30 Video if applicable, if not GCTDC will film one |
| Total Due= | | | |

★ If interested in a bundle please just circle the number with a star ★

Business Name _____

Physical Address _____

Mailing Address _____

Business Phone _____ Business Email _____

Website _____

Contact Name _____ Contact Phone _____

Contact Email _____

List any socail media tools your business uses: _____

Circle if you are interested in any extra information on other Partner Program Opportunities

1.) Visit Florida Welcome Center Festivals 2.) Winter Fun Event Host 3.) Snow Bird Expo

4.) GCFL Sweepstakes 5.) Journalist Visits 6.) Concierge Program 7.) Golf Club

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 2020 Partner Program document.

Sign _____ Date _____

Contact for all Partner Program Information is Adrienne Glass,. You can call at 850-229-1647, or email at Adrienne@visitgulf.com

**ALL ORDER FORMS, PAYMENT & AD MATERIALS
DUE SEPTEMBER 13TH AT 4:00 PM ET**