

Valdez Convention & Visitors Bureau
2024 Membership



VCVB Important Deadlines

- Registration opens **May 1st & closes May 31th, 5 pm.**
- **Early Bird Registration** – Complete a membership packet by **May 14th** and be entered to win prizes. Prize drawing May 17th, 2024.
- Membership forms must be submitted with full payment to VCVB by **5pm May 31st.**
- Upgrades to your Membership are available at any time. Contact the Executive Director for more information.

Membership Levels

*Effective Date: May 1, 2024

Per our Bylaws, We offer 3 Types of Membership:

(Marketing year begins June 1st with renewal payments due every May 31st.)

All Membership levels must agree to abide by our Member Code of Ethics

Pink Level – Basic Membership: (Valued at over \$200)

\$Free

- Standard business listing(s) on ValdezAlaska.org and in Guide \$100 Value
- Business promotion & rack card distribution at the Visitors Center, year-round \$50 Value
- Free Interactive Map Listing, Year-Round (non-clickable) \$50 Value
- Access to monthly members newsletters & communications Priceless!
- Voting privileges and eligibility to run & serve on the VCVB Board of Directors
 - Must be a Valdez resident to serve on our Board.

Silver Level – Value Membership (Valued at over \$625)

\$200

- Standard business listing(s) on ValdezAlaska.org and in Guide \$100 Value
- Business promotion & rack card distribution at the Visitors Center, year-round \$50 Value
- Website based Interactive Map Business Listing, Year-Round (with clickable link) \$175 Value
- 1 Annual Digital Social Media Ad (During Peak season upon Availability) \$50 Value
- 1 shout on all social media platforms (During Peak

- reports \$50 Value
- Online Version of our Guide -- Clickable Link value
- Monthly social media and digital advertising data \$200 Value
- Access to monthly members newsletters & communications
- Voting privileges and eligibility to run & serve on the VCVB Board of Directors Priceless!
- Must be a Valdez resident to serve on our Board season
- upon Availability)

King Level—All-Inclusive Membership: (Valued at +\$2350) \$600

- Standard business listing(s) on ValdezAlaska.org \$100 Value
- Four Week Featured Highlight spot on rotating banner on our Homepage \$250 Value
- Business promotion & rack card distribution at the Visitors Center, year-round \$50 Value
- Interactive Map Business Link
- 3 Annual Digital Social Media Ads (Peak season upon Availability) \$150 Value
- 3 shouts on all social media platforms (Peak season upon Availability) \$150 Value
- 1 Home Page Ad with Clickable Link Year-Round \$150 Value
- One to two business listings in the annual Guide (Max. 300 characters per listing) \$100-200 Value
- Monthly social media and digital advertising data reports \$100 Value
- Access to monthly membership newsletters & communications \$50 Value
- Access & use of the VCVB image library Priceless
- Voting privileges and eligibility to run & serve on the VCVB Board of Directors
 - Must be a Valdez resident to serve on our Board. Per Photo
 - Must Be 18 Years of Age Over \$300 Value

Partnership Level – Business Participant: \$25

*For our partners out of the adventure corridor who wish to receive affiliate marketing promotional opportunities.

- Business promotion & rack card distribution at the Visitors Center, year-round (a \$50 value)
- Partner support includes free in-center promotion from our skilled staff members.