

Valdez Convention & Visitors Bureau
2024 Membership



VCVB Important Deadlines

- Guide Registration **ends 8/15 at 5 pm.**
- **Early Bird Registration** – Complete a membership packet by 07/30/24 and be entered to win prizes. Prize drawing 8/6/24.
- Upgrades to your Membership are available at any time. Contact the Membership Coordinator for more information.

Membership Levels

*Effective Date: May 1, 2024

Per our Bylaws, We offer 3 Types of Membership:

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

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

Support 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 _ (\$50 Value)
- Free Interactive Map Listing (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.

General 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 _ (\$50 value)
 - Website based Interactive Map Business Listing (with clickable link) _ (\$175 value)
 - Annual Digital Social Media Ad (During Peak season upon Availability) ___ (\$50 value)
 - 1 shout on all social media platforms (During Peak season upon Availability) _ (\$50 value)
 - Online Version of our Guide -- Clickable Link _____ (\$200 value)
 - Monthly social media and digital advertising data reports _____ (\$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

Advantage 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 ____ (\$50 value)
- Interactive Map Business Link _____ (\$175 value)
- 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 _____ (\$300-\$500 value)
- One to two business listings in the annual Guide (Max. 300 characters per listing)____ (\$100)
- Monthly social media and digital advertising data reports_____ (\$50)
- Access to monthly membership 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.

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 _____ (\$50 value)
- Partner support includes free in-center promotion from our skilled staff members. __ (priceless!)
- Access to monthly member newsletters and communications _____ (priceless!)

Add On Opportunities:

- Rack card distribution - Consumer trade shows _____ \$50
- Digital Social Media Ad (Peak season upon Availability) _____ \$50
- Shout on all social media platforms (Peak season upon Availability) _____ \$50

- Additional business listing in the annual Valdez Vacation Guide _____ \$100
- Online Guide Clickable Link _____ \$100
- Website Interactive Map Business Link _____ \$175
- Home Page Rotating Ad with Clickable Link (Peak Season) _____ \$300-\$500
- Access & use of the VCVB community-wide image library _____ \$300 and up

*For More Visitor Center physical advertising add on opportunities, please see our Advertising Flier or contact us @ membership@valdezalaska.org

DISCOVER VCVB MEMBERSHIP VALDEZ

PARTNER
Non-Local Partnership:
(Valued at over \$200)
\$25

- Business promotion & rack card distribution at the Visitors Center, **(\$50 Value)**
- Access to monthly members newsletters & communication **(priceless!)**

PINK
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 **(\$50 Value)**
- Free Interactive Map Listing (non-clickable) **(\$200 Value)**
- Access to monthly newsletters **(priceless)**

SILVER
Value Membership
(Valued at over \$625)
\$200

PLUS!

- ALL features in PINK
- Website - Interactive Map Clickable Link **(\$175 value)**
- 1 Digital Social Media Ad (Hurry! Peak season upon Availability) **(\$50 value)**
- 1 Organic Post on social media platforms (Hurry! Peak season upon Availability) **(\$50 value)**
- Online Version of our Guide Clickable Link **(\$200 value)**
- Monthly digital advertising data reports **(\$50 value)**

KING
Premium Membership
(Valued at +\$2500)
\$600

PLUS!

- ALL features in SILVER
- 4-Week Featured Homepage Highlight spot on rotating banner **(\$250 value)**
- 3 Digital Ads on social media platforms **(\$150 value)**
- 3 Organic posts on social media platforms **(\$150 value)**
- 1 Home Page Ad with Clickable Link **(\$300-\$500)**
- Up to 2 business listings in the Guide **(\$100 value)**
- Monthly specialized digital advertising data reports **(\$100 value)**
- King Member Highlight Ad on VCVB's Visitor newsletter **(\$200 value)**
- Access to select assets in our image library **(\$300+)**

All memberships include voting privileges and eligibility to run & serve on VCVB's Board of Directors *Must be a Valdez resident to serve.

ADD ON PACKAGES: SAVE 10% ON SELECT ADVERTISING NOW!!

- A** PHYSICAL - TRADE SHOW RACK CARD DISTRIBUTION - \$50
- B** SOCIAL MEDIA BUSINESS AD - \$50
- C** SOCIAL MEDIA POST ORGANIC - \$50
- D** ADDITIONAL BUSINESS POSTING - \$100
- E** WEBSITE - ONLINE GUIDE CLICKABLE LINK - \$100
- F** WEBSITE - INTERACTIVE MAP BUSINESS LINK - \$175
- G** WEBSITE - BUSINESS LISTING CLICKABLE LINK - \$200
- H** WEBSITE HOME PAGE ROTATING AD WITH CLICKABLE LINK- \$300-\$500