



Visiting Wichita: Guidelines/Agreement for Media

Visit Wichita helps host individual media trips to Wichita. We will provide qualified media (based on guidelines below) with suggested itineraries, assistance in coordination with interested hotels, restaurants and attractions for journalists on assignment.

Due to budget constraints, media may be responsible for transportation arrangements. In some cases, a stipend may be available to assist. Efforts will be made to help secure complimentary or reduced rates for lodging, attractions and some meals. Any expense submitted for reimbursement must be approved prior to incurring the expense.

Guidelines: To accomplish our objectives and yours in an effective manner, we ask your cooperation with the following guidelines:

- Journalist/travel writer must contact Visit Wichita at least two months prior to the planned trip. Submit request at: <https://www.visitwichita.com/travel-writers>
- Provide samples of previous work, including recent articles and broadcasts, if possible, to Jemelle Holopirek at jholopirek@visitwichita.com.
- Due to space and budget limitations, not all applicants for media tours will be accepted.
- In general, Visit Wichita does not host spouses, pets, children or other traveling companions during media familiarization tours. Contact the organization to discuss individualized plans.
- Media tour participants are expected to take part in scheduled activities. While tour itineraries are typically finalized weeks in advance, plans are subject to change due to weather conditions and other factors. Optional and flexible activities will be noted in provided itinerary.
- If media requires air travel, we ask they book their own flight to Wichita Dwight D. Eisenhower National Airport and rental car, and then submit an invoice after their visit. If they are driving to the destination, Visit Wichita asks that they submit mileage reimbursable at the current IRS Standard Mileage Rate after their visit.
- Media tour participants who do not provide adequate notice of changes to travel plans may be billed for incurred costs. Please review travel dates carefully before applying for a tour.
- Selection of lodging accommodations, excursions, attractions, and dining options depends upon interest and specific requests by visiting media, including what their audiences will be most interested in learning about, generating additional awareness and visitation for the Wichita area.
- Length of stay: Visit Wichita provides itineraries that are completely tailored toward the specific media visiting the destination and recommends a stay of 2-3 nights. If media is interested in setting up a longer, more regional visit with other neighboring destinations, Visit Wichita can help coordinate the itinerary and will split the travel reimbursement costs between CVBs.
- A VISA gift card will be provided for meals. It can be utilized to purchase no more than two alcoholic drinks per person with a meal or activity. All other alcohol purchases are not reimbursable.
- Purchases made in excess of the provided gift card where the writer seeks reimbursement must have corresponding itemized receipts, which should be submitted post-trip and will be reimbursed once approved. Alcoholic purchases

should be made within the guideline stated above, using the gift card provided; no other alcohol purchases are reimbursable.

- Gift card is not intended for fuel purchases; please purchase on your own and submit receipt for reimbursement along with any other requested reimbursement or payment.
- To receive full payment, you must submit an invoice and a W-9. No checks will be processed without a W-9 on file. Payments are distributed at the conclusion of the project and checks are processed every two weeks.
- If a negative experience occurs, please let Jemelle know, so it can be addressed.

Requirements for visit:

- Publish at minimum one article, blog post or broadcast based on your visit to Wichita.
- Include a link/hyperlink to VisitWichita.com in your article or mention it in broadcast.
- If you have social media channels, post at minimum once each day on variety of relevant channel about your visit to Wichita.
- Once your visit is complete, please submit links and/or printed copies of the resulting article(s), broadcast(s) and social media content resulting from your visit.

Creator Name _____ Date _____

By signing, you agree that you have read the guidelines and agree to the requirements.