

TOURISM  
TOUCHES  
EVERYTHING.

# Arlington Convention & Visitors Bureau PARTNERSHIP BENEFITS

## HOW TOURISM TOUCHES EVERYTHING

By investing in the mission of the Arlington CVB, you are helping us bring leisure travelers, business travelers, prominent events, and important conventions to town. You are investing in the growth of your own community. You are investing in your employees' quality to attract and retain talent. More directly, you become a part of these efforts, tapping into a new group of customers eager to experience local Arlington.

Arlington is emerging, progressive and inclusive. For those of us that live here, it's obvious. Together, let's continue to make Arlington a top-tier destination for visitors.



## THE IMPORTANT ROLE OF PARTNERS

Each year, Arlington hosts **200+ events** with an economic impact of over \$100 million. These events bring money into the economy, support jobs and provide tax relief for residents.

Each event opens doors to future events and adds to the credibility and reputation of Arlington as a destination for both business and leisure travel. They amplify civic pride, deliver media attention, and enhance the quality of life for those who live and work here.

Then there is the halo effect. Visitors experience (and then talk about) the local attractions, restaurants and retailers that make our city such a great place. Arlington has always been a great place to live; it's our job to show people that it is a great place to visit. After all, no one ever moves somewhere without visiting first.



# WE HAVE SEVERAL PARTNERSHIP OPPORTUNITIES TO FIT YOUR BUDGET AND GOALS!

## PREMIUM PARTNERSHIP START AT \$495 ANNUALLY

- Exposure to Arlington's more than 14.5 million annual visitors
- Website listing with access to 1.5 million annual unique visitors: 5 photos, logo, website link, inclusion in more than one category as appropriate
- Networking and educational events with other hospitality Partners
- Inclusion in Arlington Official Visitor Guide
- Receive Partner Update e-newsletter and industry update emails
- Access to the Arlington CVB Convention and Event Calendar
- Destination marketing and promotion through our Marketing & PR campaigns
- **Access to additional marketing programs: Digital advertising, social media campaigns, print advertising, and more!**
- **Access to Partner-net that houses:** Industry reports, Listing controls, B2B postboard, Tips for marketing to visitors, and more!

## FREEMIUM PARTNERSHIP \$0 ANNUALLY

- Exposure to Arlington's more than 14.5 million annual visitors
- Website listing with access to 1.5 million annual unique visitors
- Networking and educational events with other hospitality Partners
- Receive Partner Update e-newsletter and industry update emails
- Access to the Arlington CVB Convention and Event Calendar
- **Access to additional marketing programs: Digital advertising, social media campaigns, print advertising, and more!**
- **Access to Partner-net that houses:** Industry reports, Listing controls, B2B postboard, Tips for marketing to visitors, and more!

*To qualify for a Freemium Partnership you must be an Arlington based organization that falls within one of the following business types:*

Accommodations, Airlines, Attractions  
Outdoor Activity Rentals, Food & Beverage  
Golf Courses, Spas, Retail Stores & Centers  
Tour Companies, Vacation Rentals, Event Venues

## STRATEGIC PARTNERSHIP START AT \$2,500 ANNUALLY

We offer custom Partnership opportunities that include event sponsorships, digital advertising packages, co-op advertising, exclusive reports, and other benefits to fit your organizations goals.



## SCAN TO JOIN TODAY!

For more information, contact  
[partners@arlington.org](mailto:partners@arlington.org)



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