

BENEFITS	PREMIER	CHAMPION	HOTEL	CORPORATE
MARKETING				
Promote partners whenever possible to help promote a business within our destination				
<i>Referrals</i> Referrals to your business from visitor services assistants and staff	X	X	X	X
<i>Categories</i> Number of business listings in visitor guide and website	1	2	2	2
<i>Visitor Guide Listing</i> Business included in print and digital guide	X	X	X	Added Exposure
<i>Web Listing & Business Page</i> Business listing on website	X	X	X	Added Exposure
Discounted Visitor Guide advertising	X	X	X	Complimentary
Think Iowa City website advertising opportunities	X	X	X	X
Coupons and deals promoted on Think Iowa City website	X	X	X	X
Promotion through Think Iowa City's social media channels and blogs	X	X	X	X
Media and event promotion assistance	X	X	X	X
Business logo featured on all partner-only e-newsletters				X
EDUCATION & NETWORKING				
Build relationships and stay informed with other member businesses and organizations				
<i>Newsletter</i> Receive partner only e-newsletter with a goal to inform partners on the industry trends that can impact the local economy	X	X	X	X
Access to Partner Educational and Networking Events	X	X	X	X
Invitation to monthly industry meetings			X	
BUSINESS DEVELOPMENT				
Building your business through various channels within our community by utilizing the CVB as that access point				
<i>Convention Calendar Access</i> Exclusive access to events and conventions dates and planner contact information		X	X	X
<i>Posting on Event Calendar</i> Events will be on Think Iowa City's event calendar at thinkiowacity.com; posting is done on password protected portal	X	X	X	X
<i>Welcome Bag Items</i> Access to convention and event attendees through businesses promotional items	X	X	X	X
Complimentary use of Old Capital Conference Room	X	X	X	X
Copy of CVB Partner Directory		X	X	X
Access to Community Concierge		X	X	X
Access to new hire familiarization community tours		X	X	X
Priority consideration for CVB produced event sponsorships	X	X	X	X
Access to partner portal for easy management of listings, photography and events	X	X	X	X
Priority given for CVB Grant Funding	X	X	X	X

PARTNER BENEFIT SUMMARY BREAK DOWN

Premier Level \$300

- Referrals to your business from visitor service assistants and staff
- FREE Brochure distribution at the CVB Welcome Center
- One category listing in our annual Visitor & Community Reference Guide (combined publication with University of Iowa)
 - 50,000 distributed annually
- One category partner listing and page on www.thinkiowacity.com with company name, address, map link, phone number, email, photo, description and web link
- Unlimited access to event postings on the CVB Calendar of Events
- Inclusion of promotion items in welcome bags for area conferences and events
- Discounted advertising opportunities in our Visitor & Community Reference Guide
- Complimentary use of CVB Old Capitol Conference Room for meetings
- Subscription to Partner-only monthly e-newsletter
- 450 Visitor & Community References Guides for your business use
- Priority consideration for CVB-produced event sponsorships
- Access to FREE partner educational and networking opportunities
- Local, regional and national media publicity for the Iowa City Area and potentially your business
- Access to password-protected partner portal
- Think Iowa City Partner Decal
- Priority given for CVB Grant Funding
- Coupons/ deals promoted on Think Iowa City website
- Promotion through Think Iowa City's social media channels and blogs
- Think Iowa City website advertising opportunities available through (DTN- Destination Travel Network)
- Representation at welcome tables, tradeshow and regional and state promotions
- Media and event promotion assistance
- Co-op advertising opportunities potentially available

Champion Level \$500

- All benefits available to Premier Level
 - One additional listing category in the Visitor & Community Reference Guide Directory
 - For example (A Brewery could be under "Things to Do" and "Dining")
 - Priority listing on ThinkIowaCity.com (above Premier Level partners)*
 - One additional listing category on thinkiowacity.com
 - Priority consideration for CVB servicing promotion
 - Access to the confidential Conference and Sports Events Calendar
 - A copy of the CVB Partner Directory contacts list (provided once upon request)
 - Access to new hire familiarization community tours
- *Excluding "places to stay"

Hotel Level (Only Available for Hotels) \$600

- All benefits available to Premier Level & Champion Level
- Access to Community Concierge assistance
- Invitation to monthly hospitality meetings, where partners are able to stay on top of new industry trends
- Meeting and group leads
- Access to new hire familiarization community tours
- Add listings to maps where appropriate

Corporate Level \$2,000

- All benefits available to Premier Level & Champion Level
- Added exposure on website and in Visitor Guide (corporate directory listing)
- Logo featured on all partner only e-newsletters
- One complimentary 1/12 of a page ad in Visitor and Community Reference Guide