

# PARTNERSHIP LEVELS

## PREMIER

### Marketing

- Business referrals by visitor services assistants and staff
- Brochure distribution at Visitor Center
- Business listing in print and digital Visitor Guide (45,000 printed annually)
- Business page on thinkiowacity.com including map and website link
- Discounted Visitor Guide advertising
- Coupons and deals listed on thinkiowacity.com
- Promotion on Think Iowa City social media channels and blogs
- Media and event promotion assistance
- 450 Visitor Guides for business use
- 5 free relocation packets (provided upon request)

### Business Development

- Unlimited event posting on website event calendar via a password protected extranet
- Access to convention and event attendees through businesses promotional items
- Complimentary use of Old Capitol Conference Room
- Priority consideration for DMO-produced event sponsorships
- Access to partner extranet for easy management of listings and photography
- Priority given for Marketing Grant funding

### Education & Networking

- Monthly partner only e-newsletter including industry trends and news
- Partner educational and networking events

## CHAMPION

- All benefits available to Premiere Level
- Priority listing on thinkiowacity.com, above Premier Level partners (excluding Places to Stay)
- One additional listing category on thinkiowacity.com
- Priority consideration for servicing promotion
- Access to the Conference and Sports Events Calendar
- Copy of the Partner Directory contacts list (provided once upon request)
- Access to new hire familiarization community tours
- 8 total relocation packets (provided upon request)

## HOTEL EXCLUSIVE

- All benefits available to Premiere & Champion Levels
- Access to Community Concierge assistance
- Invitation to monthly hospitality meetings, for updates on industry trends
- Meeting and group leads
- Listings to maps where appropriate

# CORPORATE LEVEL PARTNERSHIP

## Marketing

- Business referrals by visitor services assistants and staff
- Brochure distribution at Visitor Center
- Business listing in print and digital Visitor Guide
- (45,000 printed annually)
- Priority business page listing on thinkiowacity.com including map and website link
- Discounted Visitor Guide advertising
- Coupons and deals listed on thinkiowacity.com
- Three additional listing categories on thinkiowacity.com
- Promotion on Think Iowa City social media channels and blogs
- Media and event promotion assistance
- 500 Visitor Guides for business use
- Priority consideration for servicing promotion
- Access to confidential Conference and Sport Events Calendar
- Added exposure on website and in Visitor Guide
- One complimentary 1/12 page ad in Visitor Guide
- Personalized consulting benefits with a 10% discount on advertising designed to meet individual needs
- One dedicated email to partner database promoting services of value to partners (approved and sent by DMO staff)
- Co-sponsorship of one quarterly networking event (recognition via email invites, logo on signage and collateral, verbal recognition)

## Education & Networking

- Monthly partner only e-newsletter including industry trends and news
- Partner educational and networking events

## Business Development

- Unlimited event posting on website event calendar via a password protected extranet
- Access to convention and event attendees through business promotional items
- Complimentary use of Old Capitol Conference Room
- Priority consideration for DMO-produced event sponsorships
- Access to partner extranet for easy management of listings and photos
- Priority given for Marketing Grant funding
- Access to customized new hire familiarization tours
- Drop shipment of Iowa City area relocation guide
- 10 tickets for attendance at Annual Meeting