

 <b>Partner Program &amp; Benefits</b>		Tourism Partner	Local Services Partner	Relocation Partner	Media Partner
		Tourism related businesses: Accommodations/Attractions/Transportation/ Restaurants/Arts & Culture/Eco & Outdoor/ Things To Do/ Retail & Shopping Districts	Non-Tourism Business Segements (Banking/Financial Planning/Healthcare/Auto/Boat Dealers or businesses (except media) that want business to business (B2B); business to consumer (B2C) opportunities; and/or VSC connection opportunities.	Real Estate Agents/Agencies/Neighborhoods/ Communities/Developers that want to connect with consumers interested in relocating to the Sarasota County Area.	Media with product for visitors or Media wanting to sell advertising or products to VSC Partnership
Networking/Education	Invitation to Attend & Host Monthly Partner Coffee	X	X	X	X
	Invitation to Attend Tourism University & Educational Events	X	X	X	X
	Invitation to Attend National Travel & Tourism Week	X	X	X	X
	Receive Partner E-Newsletters & VSC Communications	X	X	X	X
	Join Partner Facebook Page	X	X	X	X
	Access to Visit Sarasota Partner Portal. Includes Partner to Partner Communications, VSC Membership Directory	X	X	X	X
Marketing	Customizable Listing on VisitSarasota.com, incl. Business Description/contact Info, Link to business website, photos, videos, social links, Map with marked business location	X	X	X	X
	(1) Listing/Description in Consumer Visitor Guide	X			X
	(1) Listing/description in Relocation Version of Visitor Guide	X	X	X	X
	Member rate for Marketing Opportunities	X	X	X	
	Visit Sarasota County Partner Window Cling & Digital Badge	X	X	X	X
	Very Important Visitor (VIV) Badge Program	X			
	Upload Deals/Coupons & Events to VisitSarasota.com	X			
	Hyperlink to Business website when included in VSC web content & articles*	X	X	X	X
	(1) Brochure Distribution at Sarasota Visitor Center (Fruitville Road)	X			
	Business listing in VSC Brochures* distributed at all Visitor Centers & on Visitor Information Vehicle	X	X	X	
	Business Listing Included in Relocation Packets		X	X	
	Purchase additional 4x9 Rack Card space in Sarasota Visitor Center (Fruitville Rd)				\$300 per piece
	Purchase additional listing in Visitor Guide	\$150 per add'l	\$150 per add'l	\$150 per add'l	
Sales/PR	PR Leads*	X			
	Sports & Group Sales Leads*	X			
	Tradeshows/Sales & PR Missions/Sales & PR Event Participation*	X			
	Relocation Sales Leads			X	
*As Applicable	Attractions/Transportation/ Restaurants/Arts & Culture/Eco & Outdoor/ Things To Do/ Retail & Shopping Districts: \$464 Annual		\$465 Annual	\$845 Annual	\$618 Annual
	Accommodations: \$680 Annual (\$1092 Annual for Out Of County Accommodations)				