



Marketing Opportunities

The Sarasota Big Pass registration form will include a space for VSC partners to “opt-in” to be considered for future marketing opportunities. VSC will fill those opportunities on a first come, first serve basis among businesses who expressed interest during registration. We will be following CDC guidelines on how to handle these opportunities. For example, if business cannot go to a TV station, we will work on finding an alternative solution.

On-Air Opportunities: VSC purchases TV spots to promote Sarasota Big Pass with an outlet in the region. Past outlets include WTSP and WFLA in Tampa/St. Pete and WWSB/ABC-7 here in Sarasota County. These partners are chosen at the discretion of VSC staff so we can highlight a variety of restaurants.

Social Media Takeover: Your businesses gets to take over the VSC Instagram story for a designated timeframe. Use this opportunity to promote your business and Big Pass deals.

VSC Content Roundup: VSC needs content to help promote your business! Date(s) will be scheduled to meet up with our Content Coordinator to gather photos, videos and content of your business and deal. This is basically Speed Dating style where partners will have about 5-10 minutes each to work with the Content Coordinator. That content will be used on VSC social media channels throughout the program.

Earned media opportunities in print, digital and broadcast outlets: These partners are chosen at the discretion of VSC staff so that we can highlight a variety of restaurants.

Social media posts and videos, and digital amplification of custom content featuring select participating Sarasota Big Pass businesses: VSC will post and promote content on the website and social media channels throughout Sarasota Big Pass. We encourage businesses to share our content or to create your own on your social media channels so we can reciprocate. Be sure to tag @VisitSarasota on Facebook and Twitter (@VisitSarasotaCounty on Instagram) and incorporate our hashtags #SarasotaBigPass and #MySarasota.