



METROPOLITAN TUCSON CONVENTION & VISITORS BUREAU

PARTNER APPLICATION

PARTNER INFORMATION

(Please complete all pages.)

Company name: _____

Contact name: _____ Title: _____

Billing/Mailing address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Information to appear in publications *(Please provide listing(s) on following pages.)*

Company name: _____

Contact name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #1: _____ Phone #2: _____

Toll-free: _____ Fax: _____

E-mail: _____ Web site: _____

The MTCVB sends out a notice once a year to ask for your changes on all publications. Changes to publication listings (made prior to the printing deadlines) will appear in the next issue of the publication. Website listing changes will appear immediately.



100 South Church Avenue • Tucson, Arizona 85701
www.visitTucson.org/partners • 520-624-1817 • fax: 520-884-7804

OPTIONAL BENEFITS

(All benefits are charged on an annual basis.)

- | | | | |
|---|-------|--|------------|
| <input type="checkbox"/> Leisure Market E-mail Auto-Responder | \$525 | <input type="checkbox"/> Partner mailing labels or electronic file | \$150 |
| <input type="checkbox"/> Convention Calendar monthly updates | \$150 | <input type="checkbox"/> Additional publication listing(s) | \$150/each |
| <input type="checkbox"/> Visitor Center brochure distribution | \$150 | _____ | |
| <input type="checkbox"/> Leisure Market Inquiry leads (faxed or emailed weekly) | \$250 | _____ | |
| <input type="checkbox"/> Leisure Market Inquiry leads with email addresses | \$350 | _____ | |

Optional benefits TOTAL:

Notes: _____

FEES/PAYMENT

Processing fee: \$45.00

Payment: check (Payable to MTCVB) Visa MasterCard

*Annual dues: _____

Check # _____

Optional benefits total: (above)

Card # _____ Exp. _____

Billing Zip Code _____

TOTAL:

3-Digit Security Code (on back of card) _____

Cardholder's name _____

Cardholder's signature _____

*If blank please call a partnership representative to verify.

AUTHORIZATION

Signature _____ Date _____

Your signature confirms that you understand all the benefits of partnership with the Metropolitan Tucson Convention & Visitors Bureau, that all the information on this form is correct and that you agree to pay fees upon submission of this application. The MTCVB and its Board of Directors retain the right to reject or discontinue partnership due to unbecoming conduct by a partner or for reasons that may be detrimental to the organization.

MTCVB USE ONLY

Partner Packet

Date mailed: _____

Date received: _____

PUBLICATION LISTINGS

Visit Tucson: Official Destination Guide (ODG) – 300,000/year distributed to leisure travelers, newcomers, and others
(Published in February and August)

Category: _____ Subcategory: _____

10 to 15-word listing: (MTCVB reserves the right to edit for content, style, length)

Map code: _____ Handicap accessible: Y N Pets allowed (**Accommodations category only**): Y N

Visit Tucson: Professional Planners Edition (PPE) – distributed to meeting planners and tour operators locally and nationally
(Published in August)

Please complete the Listing Addendum for the following categories:

- Accommodations (with Meeting Space) Banquet & Event Facilities

Other PPE categories, fill in the information requested below.

Category: _____ Subcategory: _____

10 to 15-word listing: (MTCVB reserves the right to edit for content, style, length)

Website Listing – over 3 million website user sessions a year

In addition to your listing in the publication(s), you will also receive a listing on the website at www.visitTucson.org, which includes an up to 100-word description, photo and/or logo, and a link to your email and website address.

Category: _____ Subcategory: _____

Up to 100-word listing: (MTCVB reserves the right to edit for content, style, length)

email: _____ website: _____

Specifications for Photos/Logos

As a partner of the MTCVB, you can feature your business photo and/or logo and a 3-minute video in your partner listing on www.visitTucson.org. Please submit according to the following specifications:

Photo/Logo Specifications:

- .jpg or .gif file
- 200 pixels in width
- 10K or less in size

Video Specifications:

- Three minutes or less in length
- .swf file of 320 x 240 pixels
- .flv file of 320 x 240 pixels and less than 7 MB
- .jpg or .gif image files of 72 pixels x 54 pixels for the thumbnail picture

Partner Development Staff

Vicki Doyle, Vice President
Partner Development & Visitor Services
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Sales Manager
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Tips for Writing Your Listing

Use these tips to help you craft compelling business listings for MTCVB publications:

- Be creative. Your listing will be published in 300,000 copies of the Visit Tucson: Official Destination Guide, and if you're marketing to meeting planners, 10,000 copies of the Visit Tucson: Professional Planners Edition. Make your business stand out to visitors or meeting planners through the use of colorful, thoughtful language that is concise and compelling.
- Write something original about your business. Do you offer a unique product or service that will make you stand out? Refrain from statements such as "the best in the city" or "the number one . . . in the city," so that it reads with credibility and impartiality.
- Know your audience. The Visit Tucson: Official Destination Guide is directed to leisure travelers (and meeting delegates). The Visit Tucson: Professional Planners Edition is used by convention and meeting planners. Your wording should be appropriate to these different markets.
- Word count: please write your listing precisely to the listed word count of 10-15 for your publication listing and up to 100 for your online listing—this ensures our editors don't cut your favorite part!
- Avoid first person narrative. Please do not use language such as "we" or "our." Write in the third person.
- Please double-check that all of your contact information is correct, including phone and fax numbers, mailing addresses and web addresses.