



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)

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**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)

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Map code: \_\_\_\_\_

**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](http://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)

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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](http://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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**Laurie J. White**  
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**Judy Wood**  
Sales Manager  
520-770-2148 · [jwood@visitTucson.org](mailto:jwood@visitTucson.org)

## 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.