



Visit Montgomery
Partnership Kit
Fiscal Year 2022



PARTNERSHIP PROGRAM – FISCAL YEAR 2022



Overview:

Visit Montgomery's mission is to promote Montgomery County, Maryland as a premier tourism destination. Our goal is to support the promotion of businesses within the hospitality, culture, recreation and entertainment sections while driving economic growth.

All Partners Receive:

All partnership levels receive consideration in Visit Montgomery's editorial calendar including blog posts, social media content, landing pages content, featured images in paid advertising and story pitches to journalists. While inclusion in Visit Montgomery's editorial calendar is not guaranteed, the marketing team leverages information provided by the partners to promote Montgomery County as a tourism destination to targeted market segments whenever possible.

To summarize, all partners receive:

- Invitation to attend and host networking events
- Potential inclusion in Visit Montgomery's social media and blogs
- Partner-to-partner email introductions
- Potential inclusion into public relations pitches
- Opportunity to participate in FAM tours/host journalists
- Invitation to participate in Visit Montgomery created advertising co-ops at a reduced advertising rate.

PARTNERSHIP TIERS – FISCAL YEAR 2022



Featured Partner (Formally Basic):

- Featured listing on category pages on VisitMontgomery.com
- Dedicated landing page on VisitMontgomery.com
- Inclusion in campaign landing pages
- Access to Simpleview Partnership portal
- Co-op sales opportunities
- Partner-to-partner connections and leads
- Group sales leads for rooms and meeting space
- Featured content through social and digital publications
- Listing in the printed travel guide
- Invitation in Visit Montgomery's Social Media Match Program

Premier Level:

- All benefits included in the Featured Partner level

PLUS

- One ¼ page ad in the printed travel guide
- Featured listing in the printed travel guide
- Reduced rate for digital advertising in Visit Montgomery owned social media, consumer newsletters and website.
- Featured listing on campaign landing pages

Pineapple Level:

- All benefits included in Featured Partner level
- All benefits included in Premier Partner level

PLUS

- ¼ page upgraded to full page ad in the printed travel guide
- Enhanced listing in the printed travel guide
- Free 250x300 run of site advertisement on VisitMontgomery.com
- Free sponsored blog post or itinerary on VisitMontgomery.com
- Invitation for a Pineapple appreciation cocktail reception, hosted by the Visit Montgomery Board of Directors
- Featured listing in campaign and category landing pages

PARTNERSHIP PRICING – FISCAL YEAR 2022



BUSINESS TYPE	FEATURED	PREMIER	PINEAPPLE
NON PROFIT	\$180	\$480	\$1,680
BUSINESS ATTRACTION	\$250	\$550	\$1,750
HOTEL MALL TOWN CENTER	\$280 Plus \$1.50 per room/store	\$580 Plus \$1.50 per room/store	\$1,780 Plus \$1.50 per room/store