



**Visit Montgomery**  
**Maximizing Your Partnership**

# The Benefits

## Refer A Member Incentive

A \$50 gift card will be awarded to any partner that refers a prospective member that in turn joins Visit Montgomery

BENEFITS	FREE	BASIC	PREMIER	PINEAPPLE
<b>Marketing</b>				
Business Listing on Website	➤	➤	➤	➤
Access to Events Calendar	➤	➤	➤	➤
New Member Social Post		➤	➤	➤
Directory Listing in the Visitor Guide		➤	➤	➤
Deals and Promotions on Website and Mobile App		➤	➤	➤
Social Media Match Program*		➤	➤	➤
Potential Media Opportunities		➤	➤	➤
Ripe Hotel Booking Engine Listing (Lodging Partners)		➤	➤	➤
Banner Ad on Website			➤	➤
Quarter Page Ad in Visitor Guide			➤	➤
Full Page Ad in Visitor Guide				➤
Instagram Takeover on @visitmoco				➤
Featured Ad Block in Partnership or Consumer Newsletter				➤
<b>Networking</b>				
Quarterly Partnership Networking Events		➤	➤	➤
Opportunity to Host Networking Event		➤	➤	➤
Educational Workshops		➤	➤	➤
<b>Meetings &amp; Groups</b>				
Meeting and Group Sales Leads		➤	➤	➤
Co-op Opportunities at Tradeshows and Sales Missions		➤	➤	➤
<b>Industry Data</b>				
Access to Tourism and Hospitality Data*		➤	➤	➤

# Additional Partner Benefits

## Co-Op Opportunities – Cost Varies

- Client Event Sponsorships
- Joint Sales Mission Co-Ops
- Partner Brochure Distribution at Visit Montgomery attended tradeshows
- Tradeshow Booth Co-Ops
- FAM Tour Sponsorship

## Social Media Match Program – Cost Varies (70K+ Visit Montgomery Followers)

- A match of up to \$300 will be provided by Visit Montgomery to boost your content
- Visit Montgomery will provide participants with reporting data.

## Sponsored Blog Post - \$250

- Our blog sees some of the highest engagement on our website.

## Sponsored eNewsletter Advertising - \$250

- Partnership Enewsletter - Distributed to over 800 industry leaders in Montgomery County, MD.
- Consumer Enewsletter – Distributed to a mix of 40,000 visitors and residents.

## Sponsored Blog Post



Are you ready to sip on some soul-warming hot chocolate and stroll through a winter wonderland? If so, mark your calendars because [Winter City Lights](#) is kicking off the festive season with a sparkling start on Saturday, November 18, 2023!



This year, Winter City Lights is pulling out all the stops with new holiday displays that will capture your heart and ignite your holiday spirit. Can you picture a 30-foot towering Snowman? Or a Gold Ribbon tree that lights up to guide you through an enchanted path? It's all there, waiting to make your holidays unforgettable.

# VisitMontgomery.com

Upload your Deals - <https://visitmontgomery.com/add-listing/deals/>

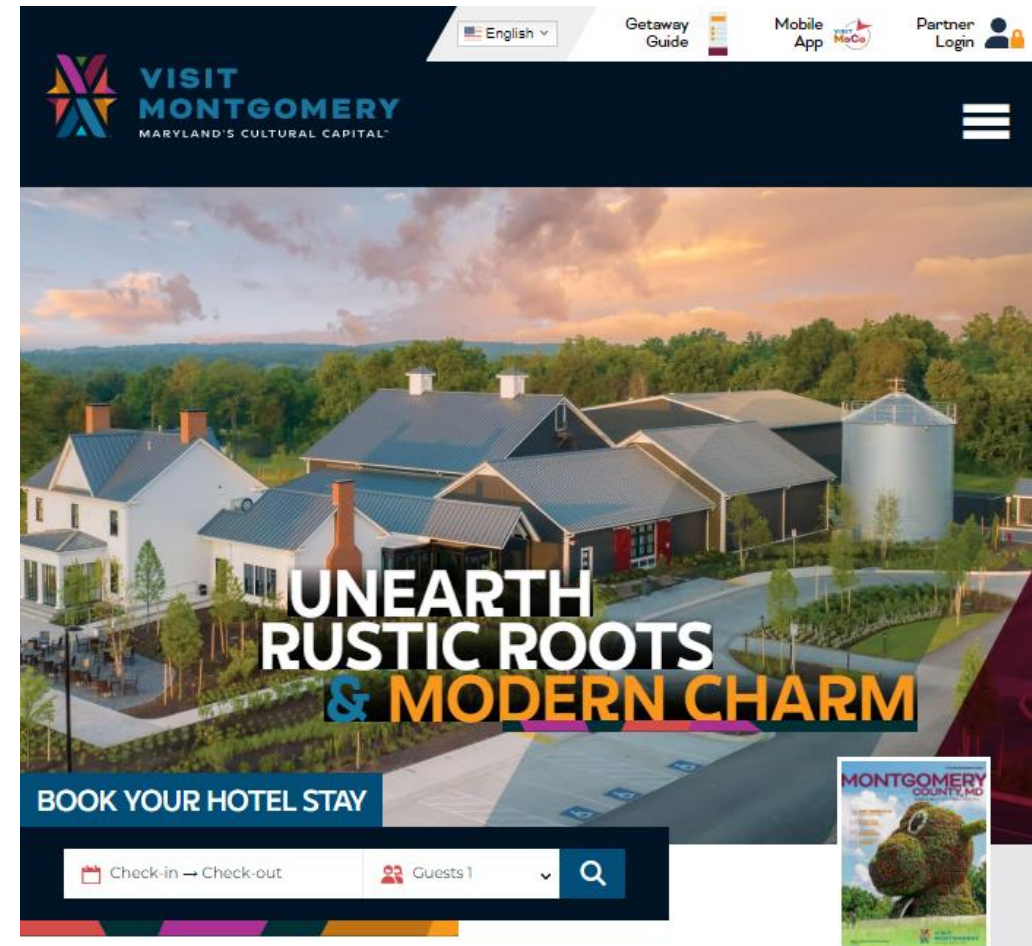
- What makes your deal stand out?
  - Emphasize value and exclusivity in the title.
  - Thematically align with the season, upcoming events or deal category.
  - Use straightforward language.
  - Upload deals further in advance to increase exposure.

Events Calendar - <https://events.visitmontgomery.com/event/create>

- Use interesting images without text or very little text.
- Include important information attendees may need: parking, event times, ticketing information.
- Upload your events earlier for maximum exposure.
- Add your events to the Maryland Office of Tourism Event Calendar.
  - [Click Here](#)

Directory Listing

- Feature your business on our site!



# Participate in our Campaigns



# Get Involved!

## Industry Events

- Hosted quarterly throughout the county
- Annual Partnership Meeting

## Educational Industry Workshops

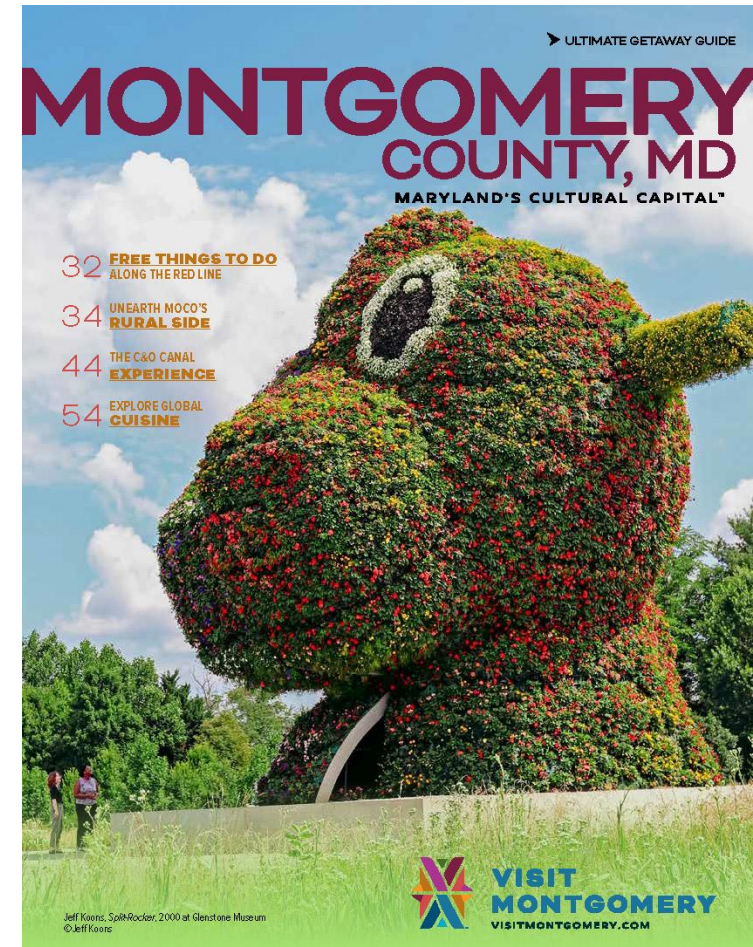
- Upcoming
  - Accessibility in MoCo
  - AI and Social Media How To's
- Previous meetings included
  - State of the County
  - Sports Tourism
  - Maximize Your Partnership 😊



# Keep Us Informed

- Share your information with us!
  - Meeting Space Information
  - Catering and Group Dining Menus
- Send us high quality images.
- Do you have large scale public events planned?
- Any upcoming collaboration opportunities?
- Is your business moving?
- Is there something specific you need help promoting?
- Would you benefit from Partner-to-Partner connections?

Make sure to tell us – we don't know what we don't know!



# Interact with us on Social Media



Connecting with us over socials is a fast and easy way to highlight your content!

- Facebook
  - Visit MoCo - <https://www.facebook.com/VisitMoCo/>
  - MoCo Eats - <https://www.facebook.com/visitmoco eats/>
- Instagram
  - Visit Montgomery - <https://www.instagram.com/visitmoco/?hl=en>
  - MoCo Eats - <https://www.instagram.com/visitmoco eats/>

Tag us on



**@Visitmoco**  
**@Visitmoco eats**



# Connect with the Visit Montgomery team



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Questions?



**Thank You**