

ANNUAL PARTNERSHIP INVESTMENT

BENEFITS OF PARTNERSHIP BY CATEGORY

REFERRAL PACKAGE

Investment: \$600 Annually

The Referral Package is Visit Charlotte's base partnership category, preferred by the majority of partners. Benefits include the following:

- Personalized consulting benefits providing a customized plug-in for Partners
- Professional assistance with packaging development
- Listing on charlottesgotalot.com
- Visit Charlotte staff referrals and leads
- Access to the confidential Tradeshow & Convention Calendar
- Listing in official Visit Charlotte publications (Additional advertising opportunities are available)
 - Official Visitors Guide
 - Meeting Planners Guide
 - Group Destination Planner (if appropriate)
- eVites to Visit Charlotte hosted events including:
 - Visit Charlotte Connection
 - Partners In Tourism
 - Annual Marketing Input Forum
- Opportunities to participate with Visit Charlotte in selected tradeshow
- Promotion of services at select Visit Charlotte distribution outlets including:
 - Visitor Info Center and official Call Center
 - Levine Museum of the New South (satellite Visitor Info Center)
 - Charlotte Douglas International Airport
 - Charlotte Convention Center Concierge Desk
- Advertising opportunities available for higher visibility through printed and electronic publications
- Access to The Barometer, a monthly industry report on Charlotte statistics and travel trends

BENEFITS OF PARTNERSHIP BY CATEGORY (CONTINUED)

FULL-SERVICE HOTEL PACKAGE

Investment: \$2,000 Annually

Full-service hotels are defined as those properties with substantial meeting or convention space and on-site food and beverage service. These properties are the benefactor of leads generated from convention sales. (Plus all benefits included in the basic referral package)

CORPORATE PARTNERS

Investment: Starting at \$5,000

This is a select group of partners interested in the promotion of hospitality and tourism in the Charlotte region in addition to a return on investment. These partners provide us with both capital and traded goods or services. Additional benefits are determined on a personalized basis.

- Prime Corporate Partner visibility and listing on charlottesgotalot.com
- Inclusion in the Visit Charlotte Corporate Partner Directory
- Prime exposure at all Visit Charlotte events
- Plus all benefits included in the base referral package

PARTNERSHIP RATES

Mecklenburg County Partnerships

- Corporate: Starting at \$5,000 – cash and/or trade
- Full-Service Hotels: \$2,000
- Referral Package: \$600

Non-Mecklenburg County Partnerships

- Full-Service Hotels: \$2,400
- Select-Service Hotels: \$700
- Restaurants: \$700
- All other Referral Package Partners: \$600