

Visit HARFORD!



Photo Credit: Dave Gigliotti

PROMOTE YOUR BUSINESS!

2015 PARTNERSHIP APPLICATION

Partner to Make Harford A Premier Visitor Destination

Thank you 2014 Tourism Partners!

Aberdeen Family Swim Center Boys & Girls Club, Aberdeen IronBirds & Ripken Stadium, Advanced Eye Care, Amanda's Florist & Gifts, Anita C. Leight Estuary Center, APG Federal Credit Union, APGFCU Arena, Applewood Farm, Arts by the Bay Gallery, Bar Harbor RV Park & Marina, Basta Pasta, Bel Air Downtown Alliance, Bertucci's Brick Oven Pizzeria, Boulevard at Boxhill, Brad's Produce, Broom's Bloom Dairy, Budget Inn of Aberdeen, Bulle Rock Golf Course, Buontempo Bros. Restaurant, Candlewood Suites, Carmike Cinemas (fmlly Flagship), Cedar Lane Regional Park, Century 21 Diana Realty, Inc., Chiapparelli's Italian Cuisine, Churchville Golf, City of Aberdeen, City of Havre de Grace, Clarion Aberdeen, Concord Point Lighthouse & O'Neil House, Conowingo Dam, Conowingo Pool, Country Inn & Suites, Courtyard by Marriott, Economy Inn, Eden Mill Park Nature Center & Historic Mill, El Rodeo Mexican Bar & Grill, Fiore Winery, Flavor Cupcakery, Fox & Fern, Geneva Farm Golf Club, Gunpowder Falls State Park, Hardt & Wisener Promotions, Harford Artists Association & Gallery, Harford Community College, Harford County Chamber of Commerce, Harford County Cultural Arts Board, Harford County Division of Agriculture, Harford County Public Library, Harford Mall, Harford Vineyard & Winery, Havre de Grace Decoy Museum, Havre de Grace Main Street, Havre de Grace Marine Center, Havre de Grace Maritime Museum, Hays House Museum, Hays-Heighe House, Hilton Garden Inn, Historic Jerusalem Mill Village/Jericho Covered Bridge, Holiday Inn, Holiday Inn Express Edwood, Hollywood Casino Perryville, Home2 Suites Aberdeen, Homewood Suites, Ice World, Josef's Country Inn, Kilgore Falls/Falling Branch, La Cucina, Ladew Topiary Gardens, Lantern Queen, LaQuinta Aberdeen, Laurrapin Grille, Liberatore's, Liriodendron, Lower Susquehanna Greenway, Ma & Pa Heritage Trail, MacGregor's Restaurant, MaGerk's Pub, Main Street Tower Restaurant, Maryland Faerie Festival, MEDA, Mountain Branch Golf, Mt. Felix Vineyard, Olive Tree, Pairings Bistro, Pine Valley Apartment Homes, Plumpton Park Zoo, Primavera Restaurant, Ramada Conference Center Edgewood, Regal Cinemas Bel Air 14, Residence Inn, Richlin Ballroom, Riverside Pub & Grille, Rockfield Manor, Rocks State Park, Rt 40 Business Association, Scotto's Caf , Sean Bolan's Irish Pub, Silks Restaurant at Bulle Rock, Silver Spring Mining Co., Simply Grand Events, Skipjack Martha Lewis, Springhill Suites, Steppingstone Farm Museum, Super 8 Havre de Grace, Susquehanna Museum, Susquehanna State Park, Susquehanna Symphony Orchestra, Swan Harbor Farm, The Arena Club, The Courses at APG, The Main Street Oyster House, The Vineyard Wine Bar, Tidewater Grille, Tony Soprano's Pizzeria & Ristorante, Town of Bel Air, Upper Chesapeake Health, Vandiver Inn, Washington Street Books & Music, Water's Edge Event Center, Wetlands Golf Club, Wingate by Wyndham



Partnership & Benefits

Visit Harford! is a not for profit organization dedicated to the promotion of Harford County and its tourism attractions to visitors in order to stimulate economic activity for the enhanced quality of life of all Harford County citizens.

BENEFITS INCLUDE:

- HARFORD COUNTY'S OFFICIAL VISITOR WEBSITE** Tourism Partners will receive a basic or enhanced listing on www.visitharford.com. Our mobile friendly website is promoted through hundreds of media outlets annually and receives as many as 10,000 visits a month.
- OFFICIAL PRINTED DESTINATION GUIDE** 40,000 copies of our official County visitors' guide will be distributed widely throughout the mid-Atlantic reaching qualified in-bound visitors. It's a must have resource for locals who stay in the know.
- ADVERTISING, PROMOTION E-BLASTS** Hundreds of advertising and promotion messages push the Visit Harford! Website and other platforms in regional, state and national media outlets. Our monthly Events E-Newsletter, *E-xperience Harford*, reaches more than 21,000 subscribers a month.
- CONNECT TO GROUPS** via our GROUPMAX software. Sports Teams and other group visitors will be booking lodging reservations and other travel arrangements through Visit Harford!'s website. Visit Harford! is the exclusive booking agent for Cedar Lane Sports Complex.
- MOBILE WEB SITE APPLICATION** *Harford Insider* gives visitors real-time access to local attractions, services, events and other amenities.
- VISITOR CENTER EXPOSURE** Visit Harford! operates a concierge desk and display area at the Maryland House Travel Plaza on I-95 - the busiest travel plaza in the Country! Our volunteers are promoting Harford and reaching out to more than 200,000 monthly visitors. Our headquarters office at the Chamber of Commerce creates a synergy with the local business community.
- CALENDAR OF EVENTS** is the largest in the County hands down and is a main focus of visitors to our County! Our calendar is the go-to resource for what's happening in Harford.
- TRADE SHOWS & EVENTS** Your attraction or business will be represented at national, regional trade shows promoting Harford County to group tour operators, meeting planners, and sporting event providers. Visit Harford! can be seen around the County at local events.
- SOCIAL MEDIA PLATFORMS** Attractions and events held by Tourism Partners will be given priority placement in our E-newsletter, *E-xperience Harford*, and social media platforms on Facebook, Twitter, YouTube and Pinterest.
- INDUSTRY ADVOCACY, NEWS & NETWORKING** Partners will be represented at state and national tourism industry forums and have opportunities for networking and industry updates throughout the year.



Press Tours, Bus Tours, Special Promotions & Unique Publications



Local Information Centers



E-xperience Harford!

Dynamic Website, Electronic Marketing & Virtual Tours Plus Social Media



Niche & Cooperative Advertising



National Trade Shows Targeting Sports & Other Group Markets



Partnership Investment Levels

Restaurants, Attractions, Venues, B&Bs,
Retail, Farms, Services, Hotels

BASIC PARTNER - \$250

- Linked with mobile application- Harford Insider
- Listing (contact info only) in Visit Harford! Destination Guide 40,000 widespread distribution
- Listing in official visitor website www.visitharford.com with website link & photos
- Tourism industry advocacy, updates, networking events

ENHANCED PARTNER - \$500

- Basic partner benefits - PLUS:
- Enhanced listing in Visit Harford! Destination Guide (contact info + 25 word description)
- Enhanced listing on website www.visitharford.com with website link & photos
- Enhanced listing and link on Groupmax software

**Out of County fee of additional \$200 applies if located outside of Harford*

SILVER PARTNER - \$1,000

- Benefits of Enhanced Partnership - PLUS:
- 1/4 page ad in Visit Harford! Destination Guide (publication deadlines apply)

GOLD PARTNER - \$1,500

- Benefits of Enhanced Partnership - PLUS:
- Will receive 1/2 page ad in Visit Harford! Destination Guide (publication deadlines apply)
- Will receive banner ad on *E-xperience Harford* E-Newsletter - 6 months

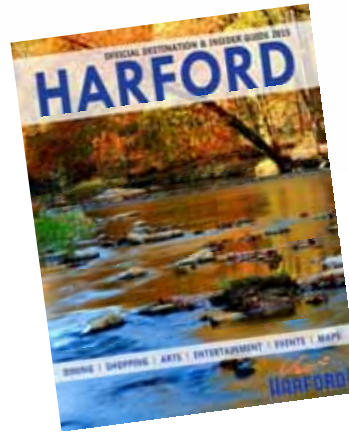
PLATINUM PARTNER - \$2,500

- Benefits of Basic partnership - PLUS:
- Full page ad in Visit Harford! Destination Guide (publication deadlines apply)
- Will receive banner ad on *E-xperience Harford* E-Newsletter - 12 months
- Logo on all Visit Harford! e-mail marketing including *E-xperience Harford* Plus Signage at select local events

MARQUIS PARTNER - \$5,000

- Benefits of Platinum Partner Plus logo & link on home page of www.visitharford.com

FRIENDS - \$25 Supports mission of Visit Harford!
(Does not receive partner benefits)



Application & Invoice on Back
Deadline - November 7, 2014

CONTACT INFORMATION

Visit Harford, Inc.
108 South Bond Street, Bel Air, MD 21014
410.638.3059 * VisitHarford.com



2015 APPLICATION and INVOICE

Company Name _____

Property Address _____

City _____ State _____ Zip _____

(Above information will display in listing)

Contact Name _____

Title _____

Co Billing Name _____

Billing Address _____

Billing Address City _____ State _____ Zip _____

Phone _____ Extension _____ Fax _____

E-mail _____

Website _____

Type of Partner _____

Attraction Lodging Relocation Retail Establishment Event Venue

Event Municipality Restaurant Non-Profit Organization Wedding

Golf Night Life Service Current Tourism Partner

Description *(25 Words Maximum)* _____ Hours _____

****Please make any changes to your information on this form; This information may be used to promote your business (We reserve the right to edit)**

Visit Harford Partnership Order Form

Check each selection and total in right hand column

Basic Partner	\$250.00
Enhanced Partner	\$500.00
Silver Partner	\$1,000.00
Gold Partner	\$1,500.00
Platinum Partner	\$2,500.00
Marquis Partner	\$5,000.00
Friends of Visit Harford! (Does not receive partner benefits)	\$25.00
	Subtotal
	Total

Don't Forget to add events online by 11/7/14 to be included in printed calendar of events!

Yes! I am interested in a 4-color display ad in the Harford County Visitors' Guide!

Have the Custom Media Options contact me!

As part of my membership, I agree to provide a link to visitharford.com on my website.

Signature of Company Representative

DEADLINE FOR PARTNERSHIPS AND CALENDAR OF EVENTS

NOVEMBER 7, 2014

Make checks payable to Visit Harford!, Inc.