

CAPITAL REGION USA

WASHINGTON, DC · MARYLAND · VIRGINIA

Capital Region Affiliate Partnership Program

DETAILS:

The Capital Region USA Affiliate Membership is for DMOs, tourism and travel related businesses, and other organizations located in Maryland, Virginia, or Washington, DC wanting to expand their international marketing and public relations, provide input for future CRUSA initiatives, consolidate their international marketing programs, and support CRUSA's efforts to attract more overseas visitors who stay longer and spend more money.

ANNUAL INVESTMENT: \$10,000

BENEFITS:

- Quarter Page in CRUSA Holiday Guides (English and German).
- Also includes:
 - 3-months of rotating homepage banner
 - 1 featured partner banner ad in email
 - *Can be upgraded to include French and Chinese*
- Logo prominently displayed on www.capitalregionusa.org.
- Guaranteed registration at the Global Travel Exchange marketplace for up to two people. Includes registration for two members at annual CRUSA Global Marketing Update event plus Affiliate Silver Sponsorship of event.
- Social Media: 6 social media posts/year across CRUSA's social media accounts including Facebook, Weibo, and WeChat, with two boosted posts (Facebook only).
- Dedicated itinerary on CRUSA website in English, German, and French.
- One guaranteed exclusive press release distribution through CRUSA's China, UK, Germany, and France offices.
- Fam Tour Promotions: Recognition, link, and logo on every CRUSA fam tour itinerary.
- Brochure distribution at all approved overseas consumer shows (shipping not included).
- Research Kit: Includes market snapshots of all current CRUSA markets, plus markets on our watchlist.
- Access to CRUSA monthly reports from overseas offices and web analytics.