

CAPITAL REGION USA

WASHINGTON, DC · MARYLAND · VIRGINIA

Capital Region Allied Premier Partnership Program

DETAILS:

The Capital Region USA Premier Allied 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: \$50,000

BENEFITS:

- Premium Full Page in CRUSA Holiday Guides (all languages).
- Also includes:
 - 12-months of rotating homepage banner
 - 12-months interior banner
 - 12-month's featured deals on website
 - Spotlight feature article on website and email
 - Featured social media post on two accounts
 - Premium banner ad in email
 - Logo prominently displayed on www.capitalregionusa.org
 - In addition, CRUSA will include two featured events in consumer e-newsletter and premium placement of our website article, including a one-month homepage feature.
 - *Could be expanded to 2-page spread package.*
- Member of CRUSA Advisory Committee: Attendance at yearly planning meeting. Ability to weigh in on CRUSA long-term marketing plans.
- Brand USA programs: Inclusion in CRUSA's selected Brand USA marketing programs (where applicable, details determined annually based on programs selected).
- Sales and Media Missions: Inclusion for one representative to attend (1) CRUSA sales mission and (1) CRUSA media mission each year. Includes some meals, in-country transportation, and all appointments.
- One registration for up to two participants in CRUSA's Annual Global Travel Exchange marketplace. Includes all appointments, meals, breaks, and networking opportunities including two tickets to the President's Club finale. Also includes registration for two members at annual CRUSA Global Marketing Update event plus Allied Platinum Sponsorship of event.
- (2) Tour operator co-ops programs annually. Programs generally offered in all markets.

- Social Media: 12 social media posts/year across CRUSA's social media accounts including Facebook, Weibo, and Instagram, with two boosted posts (Facebook only).
- One guaranteed exclusive press release distribution through CRUSA's China, UK, Germany, and France offices.
- Dedicated itinerary on CRUSA website in English, German, and French.
- Fam Tour Promotions: Recognition, link, and photo 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.
- Invoice Processing: CRUSA will pay, process, and then bill partner for marketing invoices for co-ops, Brand USA programs, etc. (if desired).