

# CAPITAL REGION USA

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## WASHINGTON, DC · MARYLAND · VIRGINIA

### Affiliate Membership Program

#### About the Program

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

- [Miles Marketing Program](#) Quarter Page Package
  - o Includes quarter page ad in [CRUSA Holiday Guide](#) (all languages)
  - o 3-month 300x100 banner (appears on interior pages)
  - o 3 months featured deal with priority listing.
  - o 1 featured partner banner in CRUSA bi-monthly consumer email
- Featured destination on [www.capitalregionusa.org](http://www.capitalregionusa.org) homepage.
- One supplier registration at the [Global Travel Exchange](#).
- Registration for two members at annual [Global Marketing Update](#) event plus Affiliate Silver Sponsorship of event.
- Social Media: 6 social media posts per year across CRUSA's social media accounts.
- Dedicated itinerary on CRUSA website in English, German, and French. Other languages may be substituted.
- 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.