

# CAPITAL REGION USA

---

## WASHINGTON, DC · MARYLAND · VIRGINIA

### Allied Membership Program

#### About the Program

The Capital Region USA 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

- Miles Marketing Program Premium Full-Page Package
  - o Includes full-page ad in CRUSA Holiday Guide (all languages)
  - o Spotlight Feature Article appears on CRUSA website for 12 months
  - o Year-round rotating homepage exposure
  - o 12 months interior 300x250 banner with placement on applicable destination landing page
  - o 1 Spotlight Feature and 1 Featured Partner Banner in consumer newsletter
- 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 most meals, in-country transportation, and all appointments.
- Two supplier registrations at the Global Travel Exchange. 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 recognition as an Allied Member.
- (2) Tour operator co-ops programs annually. Programs generally offered in all markets.
- One guaranteed exclusive press release distribution through CRUSA's UK, German, and French offices.

# CAPITAL REGION USA

---

WASHINGTON, DC · MARYLAND · VIRGINIA

- Dedicated itinerary on CRUSA website in English, German, and French. Other languages may be substituted.
- Featured destination on [www.capitalregionusa.org](http://www.capitalregionusa.org) homepage.
- 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.
- Invoice Processing: CRUSA will pay, process, and then bill member for marketing invoices for co-ops, Brand USA programs, etc. (if desired).