Tourism Barrie Partnership Application Agreement

Tourism Barrie is a dynamic and entrepreneurial destination marketing and management organization that collaborates with its partners to deliver sustainable and collaborative marketing programs designed to bring prosperity to Barrie & Area. Tourism Barrie will continue to engage industry and leverage resources by introducing campaigns that businesses can participate in to sell their product to consumers.

Tourism Barrie Partner's receive the following benefits with your partnership:

- **Website Listing:** Your business will be listed in the appropriate section of tourismbarrie.com. Listing includes business logo, name, complete contact information. Your business will also have its own web page profile, which can include detailed description, photographs, PDFs.
- **Destination Marketing:** Distribution of your business' materials through the year-round visitor centre, delegate bags for conferences/events and promotion of your business at select consumer trade shows and special events throughout the year (ex. Toronto Outdoor Show, Georgian College Open Houses, Celebrate Barrie, Kempenfest, etc.
- **Social Media:** Relevant, authentic and engaging promotion of your business through Tourism Barrie's Social Channels (Twitter, Facebook, Instagram, Pinterest, Youtube).
- **Seasonal Adventure Travel Guides:** Your business has the opportunity to have an enhanced listing in the Spring/Summer and Fall/Winter Adventure Travel Guides, which are our main print marketing pieces distributed year-round to tourist and the community. (With you annual partnership, your business will have a basic listing in the season specific Travel Guides, which includes business name and website only).
- **Other Opportunities:** Your business can be part of all the marketing and promotional products produced/managed by Tourism Barrie: City of Barrie Road, Trail & Park Map, Website Advertisement, Travel Guide Advertisements, etc.

Company Name: _____

Address: _____

City: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____

Primary Contact: _____ Title: _____

Email: _____

Primary Number: _____ Cell Number: _____

PARTNERSHIP OPTIONS:

☐ **OPTION 1: $365.00 + HST**
2017 Annual Partnership PLUS Your enhanced business listing in **both** Spring/Summer 2017 and Fall/Winter 2017/2018 Adventure Travel Guides (enhanced listings include business name, address, telephone number, website and a 30 word description)

☐ **OPTION 2: $290.00 + HST**
2017 Annual Partnership PLUS Your enhanced business listing in **one** of the 2017 Adventure Travel Guides (enhanced listings include business name, address, telephone number, website and a 30 word description)

☐ Spring/Summer 2017 ☐ Fall/Winter 2017/2018

☐ **OPTION 3: $140.00 + HST**
2017 Annual Partnership

Please complete the following as it is to appear on Tourism Barrie's Website

Company Name: _____

Address: _____

City: _____ Postal Code: _____

Phone: _____ Toll Free Number: _____

Website: _____

Social Media (please check off all applicable social media accounts used by your business)

☐ ☐ ☐ ☐ ☐ ☐

Other: _____

☐ Yes, I agree to pay the annual $140 + HST partnership fee plus any additional option chosen on page 1 for the purpose of maintaining the website listing, company information, and to receive the Tourism Partner benefits, I understand that the acceptance of my application is determined upon meeting the requirements of Tourism Barrie's Partner Policy.

☐ Yes, I authorize the display of my information and description, including the logo and images provided, on the Tourism Barrie website and agree that at the time of partnership application/renewal all information is accurate and satisfactory.

☐ Yes, I would like to receive emails regarding Tourism Barrie's programs, marketing opportunities, news and updates relating to tourism.

☐ Yes, I agree to provide a link to www.tourismbarrie.com on my business website.

☐ I acknowledge that all content supplied to Tourism Barrie is subject to approval. See www.tourismbarrie.com for full list of Tourism Barrie Partner Policies.

As a Tourism Barrie partner, you are encouraged to participate in all of the networking, workshop and seminar opportunities to increase your industry knowledge and involvement. You will receive an invitation to the Annual General Meeting with voting privileges. You will have the opportunity to provide input on building and strengthening the tourism industry in Barrie & Area.

(Company Name) _____ would like to be a Partner of Tourism Barrie. I understand the terms, conditions and benefits that are included as part of my annual partnership. I hereby certify that the information provided in this reference is true, correct and complete.

I am the principal contact from the above company with authorization to enter into a contractual agreement with Tourism Barrie. I am the authorized representative to vote at Tourism Barrie partnership functions and Annual General Meeting.

Date: _____

Print Name: _____ Title: _____

Signature: _____