



## Visit Tallahassee Hotel Partner Opportunities

The following is an overview of opportunities for Visit Tallahassee partners to garner promotional and editorial exposure through public relations and social media efforts, including journalist visits, promotions and campaign involvement.

Please check the box beside the opportunities in which you would like to partner. Please feel free to check more than one opportunity.

**JOURNALIST VISITS** – Partners provide complimentary accommodations or a discounted media rate in exchange for coverage in publication.

My **hotel** would like to provide complimentary accommodations or a discounted media rate for:

- 6 – 8 journalists for 3-night stay (Thurs. – Sun.) during group FAM highlighting Outdoors/Red Hills – March 8 – 11, 2012
- 6 – 8 journalists for 3-night stay (Thurs. – Sun.) during group FAM surrounding Locally Grown/Culinary – April 12 – 15 2012
- 1 journalist and guest for 2-night stay in the month of \_\_\_\_\_

**RADIO PROMOTIONS** – Partners provide complimentary accommodations in exchange for mentions on-air and online.

My **hotel** would like to provide complimentary accommodations for 2-night stay for:

- Winter Nights, Holiday Lights promotion – December 2 – 4 or 9 – 11, 2011 (*circle dates in which you would like to partner*)
- Naturally Tallahassee promotion (Fri. – Sun.) – to be given away Spring 2012

**CAMPAIGNS** – Partners offer discounts for inclusion on VisitTallahassee.com and in public relations and social media efforts.

My **hotel** would like to offer discounts during:

- Winter Nights, Holiday Lights campaign – Winter 2011 (December)
- Naturally Tallahassee campaign – Spring 2012 (March – May)
- T.O.U.R. Guide campaign – Spring/Summer 2012 (March – August)

**ONLINE SWEEPSTAKES** – Partners offer complimentary accommodations for inclusion in social media efforts and/or dedicated landing page.

My **hotel** would like to offer complimentary 2-night accommodations for:

- Winter Nights, Holiday Lights sweepstakes – Winter 2011 (December)
- Locally Grown Tallahassee sweepstakes – Spring 2012

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Please complete and fax form to (850) 606-2303.  
For more information, please contact Ivette Faulkner or Maggie Gaby at  
(850) 668-2222 or tallahasseepr@zimmerman.com.



## Visit Tallahassee Restaurant Partner Opportunities

The following is an overview of opportunities for Visit Tallahassee partners to garner promotional and editorial exposure through public relations and social media efforts, including journalist visits, promotions and campaign involvement.

Please check the box beside the opportunities in which you would like to partner. Please feel free to check more than one opportunity.

**JOURNALIST VISITS** – Partners provide a complimentary meal in exchange for coverage in publication.

My **restaurant** would like to provide a complimentary meal for:

- 6 – 8 journalists during group FAM highlighting outdoors activities and Red Hills – March 8 – 11, 2012
- 6 – 8 journalists during group FAM surrounding Locally Grown/Culinary – April 12 – 15, 2012
- 1 journalist and guest in the month of \_\_\_\_\_

**RADIO PROMOTIONS** – Partners provide a complimentary meal in exchange for mentions on-air and online.

My **restaurant** would like to provide a complimentary meal for:

- Winter Nights, Holiday Lights promotion (shopping getaway) – December 2 – 4 or 9 – 11, 2011 (*circle dates in which you would like to partner*)
- Naturally Tallahassee promotion – to be given away Spring 2012

**CAMPAIGNS** – Partners offer discounts for inclusion on VisitTallahassee.com and in public relations and social media efforts.

My **restaurant** would like to offer discounted rates/specials during:

- Winter Nights, Holiday Lights campaign – Winter 2011 (December)
- Naturally Tallahassee campaign – Spring 2012 (March – May)
- T.O.U.R. Guide campaign – Spring/Summer 2012 (March – August)

**ONLINE SWEEPSTAKES** – Partners offer a complimentary meal for inclusion in social media efforts and/or dedicated landing page.

**My restaurant** would like to offer complimentary meals for:

- Winter Nights, Holiday Lights sweepstakes – Winter 2011 (December)
- Locally Grown Tallahassee sweepstakes – Spring 2012

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Please complete and fax form to (850) 606-2303.  
For more information, please contact Ivette Faulkner or Maggie Gaby at  
(850) 668-2222 or tallahasseepr@zimmerman.com.



## Visit Tallahassee Attraction Partner Opportunities

The following is an overview of opportunities for Visit Tallahassee partners to garner promotional and editorial exposure through public relations and social media efforts, including journalist visits, promotions and campaign involvement.

Please check the box beside the opportunities in which you would like to partner. Please feel free to check more than one opportunity.

**JOURNALIST VISITS** – Partners provide complimentary attraction entry and tour (upon request) in exchange for coverage in publication.

My **attraction** would like to provide complimentary attraction entries and/or tours for:

- 6 – 8 journalists during group FAM highlighting Outdoor activities and Red Hills – March 8 – 11, 2012
- 6 – 8 journalists during group FAM surrounding Locally Grown/Culinary – April 12 – 15, 2012
- One journalist and guest in the month of \_\_\_\_\_

**RADIO PROMOTIONS** – Partners provide complimentary attraction entry in exchange for mentions on-air and online.

My **attraction** would like to provide complimentary attraction entries for 2 – 4 people for:

- Winter Nights, Holiday Lights promotion (shopping getaway) – December 2 – 4 or 9 – 11, 2011 (*circle dates in which you would like to partner*)
- Naturally Tallahassee promotion – Spring 2012

**CAMPAIGNS** – Partners offer discounts for inclusion on VisitTallahassee.com and in public relations and social media efforts.

My **attraction** would like to offer discounted rates during:

- Winter Nights, Holiday Lights campaign– Winter 2011 (December)
- Naturally Tallahassee campaign – Spring 2012 (March – May)

**T.O.U.R GUIDE** – Partners offer FREE admission for all guests on one day during T.O.U.R. Guide for inclusion on VisitTallahassee.com and in public relations and social media efforts.

My **attraction** would like to be a T.O.U.R. Guide partner and offer FREE admission to all visitors/residents on:

- March 17, 2012
- June 16, 2012
- April 21, 2012
- July 21, 2012
- May 19, 2012
- August 18, 2012

**ONLINE SWEEPSTAKES** – Partners offer complimentary attraction entry for inclusion in social media efforts and/or dedicated landing page.

My **attraction** would like to offer complimentary attraction entries for 2 – 4 people for:

- Winter Nights, Holiday Lights sweepstakes – Winter 2011 (December)
- Locally Grown Tallahassee sweepstakes – Spring 2012

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Please complete and fax form to (850) 606-2303.  
 For more information, please contact Ivette Faulkner or Maggie Gaby at  
 (850) 668-2222 or tallahasseepr@zimmerman.com.