



## How to Activate Your Core Marketing Partner Benefits

### 1. An Enhanced Web Listing on FloridasHistoricCoast.com

You will have an enhanced listing on <https://floridashistoriccoast.com>. Please supply up to nine (9) photos/videos and up to 75-word description of your business for your online profile. For questions on how to access your partner profile & iDSS login and password, and editing your profile page, Contact Lisa Mondello at [LMondello@FloridasHistoricCoast.com](mailto:LMondello@FloridasHistoricCoast.com) for more information.

### 2. A business listing in the Official Travel Guide for Florida's Historic Coast

You must be a current partner by October 1 of each year to ensure a partner listing in the next year's Travel Guide. The information printed in the Guide is pulled directly from your listing on FloridasHistoricCoast.com. Contact Lisa Mondello at [LMondello@FloridasHistoricCoast.com](mailto:LMondello@FloridasHistoricCoast.com) for more information.

### 3. Social Networking and Educational Workshops

Invitations to quarterly networking events and/or educational workshops. For more information contact [Partnership@FloridasHistoricCoast.com](mailto:Partnership@FloridasHistoricCoast.com).

### 4. Access to VISIT FLORIDA's Online Hospitality Training Program for FREE

VCB Partners can request a password by emailing Evelyn Lopez-Kelley at [EKelley@FloridasHistoricCoast.com](mailto:EKelley@FloridasHistoricCoast.com). This password can be used for all of your front-line employees to access training.

### 5. Participate in VCB Sales Initiatives

The VCB Sales Team attends shows where VCB Partners can provide printed materials for distribution for a nominal fee. Contact John Tharpe, [JTharpe@FloridasHistoricCoast.com](mailto:JTharpe@FloridasHistoricCoast.com)

### 6. Receive Qualified Leads from the Sales Team

Sales leads for your business are delivered directly to you! The VCB sends partners exclusive leads filtered based on the event planner's requirements. For questions on how to sign into iDSS to access and directing your sales leads, please contact John Tharpe, [JTharpe@FloridasHistoricCoast.com](mailto:JTharpe@FloridasHistoricCoast.com)

### 7. Submit content to appear on Florida's Historic Coast's Social Media Pages

The VCB will post and/or share Partner content on social media platforms. Our tone is inspirational rather than advertising. If you have questions regarding the VCB's social media please contact Stacey Sather at [SSather@FloridasHistoricCoast.com](mailto:SSather@FloridasHistoricCoast.com).

### 8. Access to Co-operative Advertising Opportunities

Partners can leverage and maximize their advertising dollars by participating in the VCB's co-op program. For more information on co-op contact Erin Masters at [EMasters@FloridasHistoricCoast.com](mailto:EMasters@FloridasHistoricCoast.com).

## **9. Participate in Publicity Efforts**

The VCB's communication department can help your business get media coverage. If you'd like to host media or be included in their itinerary contact Barbara Golden at [BGolden@FloridasHistoricCoast.com](mailto:BGolden@FloridasHistoricCoast.com) (Send press releases here too)

## **10. Participate in Special Promotions**

Partners can participate in radio, TV and other promotional sweepstakes by contacting Susan Phillips at [SPhillips@FloridasHistoricCoast.com](mailto:SPhillips@FloridasHistoricCoast.com)

## **11. Download pictures from the VCB's image library**

Go to [www.floridashistoriccoast.com/media](http://www.floridashistoriccoast.com/media) and click on the "Photos" button to be directed to our image library. Select your images and submit the request via the website. If you have questions regarding where and what you are allowed to use the images for contact Barbara Golden at [BGolden@FloridasHistoricCoast.com](mailto:BGolden@FloridasHistoricCoast.com).

## **12. Calendar of Events**

Submit your calendar of events listings for online and printed calendars [here](#). Please refer to Event Calendar Guidelines before submitting, as not all events are accepted.

## **13. Partner Resources**

A dedicated site <http://sapvb.org> is accessible for partnership related information

## **14. Visitor Information Center Locations**

You may wish to deliver your brochures/rack cards to the Visitors Center Locations, attached is a list with contact information.

## **15. PartnerCom**

You will begin receiving bi-monthly emails called PartnerCom. This email is packed with information to keep you informed and up to date on the latest happenings in the tourism industry and opportunities to help market your business to potential visitors to Florida's Historic Coast.

## **16. This Week**

You will also receive an email that highlights the events taking place in our destination for the week. If you are not receiving these emails, please let us know.

**We look forward to helping you grow your business and thank you for your partnership.**