



Activate Your Core Marketing Partner Benefits

1. Activate Your Web Listing on FloridasHistoricCoast.com

Showcase your business on [FloridasHistoricCoast.com](https://www.floridashistoriccoast.com) with a description and up to nine photos or videos. To activate or update your listing, contact Lisa Mondello at LMondello@FloridasHistoricCoast.com.

2. Activate Your Official Travel Guide Listing

Be included in the Official Travel Guide by maintaining an active partnership and an updated web listing by October 1. To learn more, contact Lisa Mondello at LMondello@FloridasHistoricCoast.com.

3. Connect Through Networking & Workshops

Learn about upcoming networking opportunities and educational workshops. Contact Partnership@FloridasHistoricCoast.com for more information.

4. Connect with VCB Sales Opportunities

Participate in sales initiatives and receive qualified group leads matched to your business. To learn more, contact John Tharpe at JTharpe@FloridasHistoricCoast.com.

5. Share Content on the VCB's Social Media Channels

Submit inspiring content for an opportunity to be featured on Florida's Historic Coast social media channels. To learn more, contact Stacey Sather at SSather@FloridasHistoricCoast.com.

6. Promote Your Upcoming Events

Submit eligible events for possible inclusion in Florida's Historic Coast online and printed calendars. Review the Event Calendar Guidelines and submit your event online. Contact Partnership@FloridasHistoricCoast.com to learn more.

7. Explore Co-operative Advertising Opportunities

Maximize your advertising dollars through the VCB's co-op program. To learn more, contact Erin Masters at EMasters@FloridasHistoricCoast.com.

8. Access Media & Publicity Resources

Explore publicity opportunities, host visiting media, submit press releases and access the VCB's image library. To learn more, contact Barbara Golden at BGolden@FloridasHistoricCoast.com.

9. Sign Up to Receive VCB Communications

Stay informed with PartnerCom and This Week emails featuring industry updates, marketing opportunities and upcoming events. To activate your subscription, contact Partnership@FloridasHistoricCoast.com.

10. Access Partner Resources

Find partnership information and helpful resources at [sapvb.org](https://www.sapvb.org).