



## 2020/2021 Berkeley Visitors Guide Marketing Partner Benefits

Visit Berkeley's **Official Berkeley Visitors Guide** is getting a fresh **new look**, making it easier for Marketing Partners to showcase their business to travelers and locals alike. With simpler "**creative space**" options, **lower rates**, and no ad designs, the 2020/2021 Visitors Guide will give readers an **inspiring, informative** and **engaging** glimpse into all that Berkeley has to offer.

Our Visitors Guide is **distributed** to all Berkeley **hotels**, **Visitor Information Points** in each district, **UC Berkeley's Visitor Center**, Oakland **International Airport**, **California Visitors Center** at Pier 39, and **Visitor Centers throughout Northern California**. In addition to 60K printed copies, the Visitors Guide will be accessible 24/7 online, downloadable from our website, and translated in 7 other languages.

Along with creative space in the Visitors Guide, **Marketing Partners** will also receive a fully **customizable web listing** on our website, [www.VisitBerkeley.com](http://www.VisitBerkeley.com). Hi-resolution **photos**, business **information**, **social media links**, **immersive 360 videos**, and **partner events** are all included. Showcase special deals, seasonal campaigns, and calls to action – let our **new website drive visitors** to you.

Our **Sales** and **Communications** teams attend **tradeshows** and **media events** to highlight Berkeley as a **travel** and **meeting destination**. With our world-class **university**, varying range of **accommodations**, abundance of **arts & culture**, and **celebrated food** scene, Berkeley is the smart choice for many travelers. When Visit Berkeley hosts **meeting planners**, **travel writers** and **media influencers**, we tailor their itineraries to include our Marketing Partners, giving your business more **opportunities** for **exposure**.

Marketing Partnership will connect you with other Tourism Industry colleagues, with **quarterly socials** sponsored by Visit Berkeley to **network** with the people who make Berkeley a dynamic place to visit! With socials hosted throughout Berkeley, you will also have the opportunity to have your **venue**, **cuisine** and **libations** showcased at these events.

All of these **benefits** and more are available to **Visit Berkeley Marketing Partners**. Berkeley welcomes all, and we hope to welcome you to Visit Berkeley. Thank you for contributing to this wonderful city; we look forward to working with you to promote your business to **travelers from all over the world!**

### Early Bird/Non-Profit Rate Until 7/15/19:

- Featured Listing- \$400.00
- ¼ Page Creative Space- \$750.00
- ½ Page Creative Space- \$1,500.00
- Full Page Creative Space- \$2,800.00

### Rates After 7/15/19 (closing registration on 8/15/19):

- Featured Listing- \$450.00
- ¼ Page Creative Space- \$850.00
- ½ Page Creative Space- \$1,750.00
- Full Page Creative Space- \$3,200.00