

OUR PARTNER SERVICES

In the world of tourism and destination marketing, more collaboration means more visitation! Your partnership with Visit Big Bear is a vital investment that works for your business 365 days a year.

OUR MISSION

We elevate Big Bear by promoting responsible tourism. We take an active role in environmental longevity, and foster an inclusive community by educating and empowering visitors. We're the central hub for information, recreation, and events. With four-seasons of recreation, Big Bear is the perfect mountain lake escape, and we're here to show visitors around.

PARTNER GOALS

We promote Big Bear Lake as a prime destination for leisure and adventure. Your membership allows for an opportunity to combine your business with others in our region, to reach a broader market. Whether you operate a hotel, ski resort, attraction, restaurant, or retail shop, a membership with Visit Big Bear is the path to visitor dollars.

MEDIA & MESSAGING

The team at VBB develops strategies to increase awareness and understanding of our destination's brand and drive demand for overnight stays. Our team shapes messaging and determines effective distribution channels for paid media promotions, including print ads, online promotions, influencer partnerships, and event promotions.

SOCIAL MEDIA

We complement our media messaging with effective social media content strategies, niche promotions and social outreach to amplify our messaging and build a bigger destination buzz.

COMMUNITY EVENTS

Visit Big Bear provides grant funding for a large variety of events to encourage and increase tourism in our shoulder seasons of Spring and Fall.

PARTNER WITH US!

Take advantage of all we can do to promote your business.

CONTACT

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BigBear.com | VisitBigBear | CareForBigBear
#LiveItUpBigBear



CARE FOR BIG BEAR
PRESERVE OUR NATURAL PLAYGROUND
#CAREFORBIGBEAR

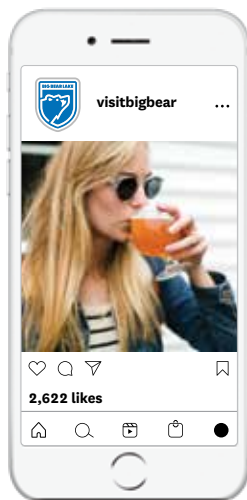
This is a lifelong agreement between Big Bear locals and visitors. This is our call to action for all who love Big Bear to preserve, protect and unify our natural playground for future generations to enjoy. Through education, motivation, and awareness we all unite to **Care for Big Bear** on an endless scale. When we work together to **Care for Big Bear**, we vow to **Care for our community, Appreciate our natural environment, Respect our neighbors and Enjoy our valley together.**



PARTNER BENEFITS

Invest in a partnership to promote your business to visitors

MARKETING OPPORTUNITIES




- Build a presence on BigBear.com.
- Learn about Visit Big Bear's advertising campaigns.
- Get a listing in the Official Visit Big Bear visitor magazine.
- Plug-in to Visit Big Bear initiatives and network with other local businesses by attending our annual meeting.

OUR REACH

@
2.2 million
unique visits
to BigBear.com


50,000
visitors
to the Big Bear
Visitor Center

f
191,507
Facebook
followers
(2% engagement)


50,100
Instagram
followers
(3% engagement)


41,900
email newsletter
recipients
(20-30% open
rate)

PARTNERSHIP TIERS

See what Visit Big Bear can do for your business here in our Valley!



Tier 0 | \$Free ANNUALLY

- **Basic Website Listing.** Includes 100 word description of business, one picture, map, and phone number. Will be added to one category
- **Visitors center technology listing.** Includes a static business page on table map, portrait kiosk and Visit Big Bear app, with images, descriptions, contact information.

❖ **Quarterly payments are available**

TIER 1 | \$400 ANNUALLY

- **BigBear.com listing.** Includes a static business page with four images, 200 word descriptions, map, contact information, a link to your website and ability to add deals. CRM credentials that allow business login to update listing as well as view page analytics.
- **Visitors center technology listing.** Includes a static business page on table map, portrait kiosk and Visit Big Bear app, with images, descriptions, contact information.
- **Business slide on 35-inch tv monitors in visitor center.** Can include one image, your logo and contact information.
- **Display rack card in visitor center.** Two 4x9 rack cards on display in the visitor center.
- **Access to Visit Big Bear content library.** Includes professional images and videos for use in your business promotion materials.

- **Visitor magazine inclusion.** Receive an index listing with name, contact info and URL, and partner inclusion in the magazine's editorial content.
- **Referrals** from the Big Bear Visitor Center and 800 number.
- **Ability to participate in fee-based advertising.** Includes digital advertising on the website, consumer newsletter, digital table map, portrait kiosk, and visitor magazine.
- **Two tickets to annual meeting.**

TIER 2 | \$800 ANNUALLY

- **All tier 1 benefits.**
- **Website ranking above tier 1.**
- **Small feature in consumer newsletter** with link to partner site in themed email (1 per year).
- **Two more tickets to annual meeting**

TIER 3 | \$1,200 ANNUALLY

- **All tier 1 and 2 benefits.**
- **Website ranking above tiers 1 and 2.**
- **One Large feature in consumer newsletter** with links to partner site (1 per year).

TIER 4 | \$2,400 ANNUALLY

- **All tier 1, 2 and 3 benefits.**
- **Website ranking above tiers 1, 2 and 3.**
- **:30 second video** on six-panel display wall in visitor center (1 month per year).
- **Enhanced visitor magazine listing.** Includes a small description of partner's business and website URL..

TIER 5 | \$5,000 ANNUALLY

- **All tier 1, 2, 3 and 4 benefits.**
- **Top ranking on BigBear.com**
- **Featured tab homepage presence** (1 month) on BigBear.com.
- **One large feature in consumer newsletter** with links to partner site (1 per year).
- **Free event booth space.** Big Bear Lake Grill & Chill, Fishing for 50K, and any other Visit Big Bear produced events