

A desert landscape at sunset. The sky is filled with orange and yellow clouds, and the sun is low on the horizon, creating a warm glow. In the foreground, a dirt path leads through a field of low-lying desert vegetation and several saguaro cacti of various sizes. The overall scene is peaceful and scenic.

VISIT MESA

CITY LIMITLESS®

PARTNERSHIP PROGRAM

CLIENT RELATIONSHIP MANAGEMENT
WEBSITE REFERRAL PROGRAM
TARGET MARKET REACH
SOCIAL MEDIA MESSAGING
DESTINATION MARKETING EXPOSURE
PUBLIC RELATIONS SUPPORT

VISITMESA.COM/PARTNERS

PARTNERSHIP PROGRAM

TURQUOISE PARTNER - \$350 MESA/\$425 NEIGHBOR CITY

- **BASIC WEBSITE LISTING:** Includes Company name, address, phone number, website address, email contact, logo and 50-word company description
- **ACCESS TO ONLINE EVENT CALENDAR/EXTRANET:** Ability to update listing and post events
- **WELCOME POST ON VISIT MESA FACEBOOK AND INSTAGRAM ACCOUNTS:** One introduction post per platform annually
- **LEAD ACCESS:** Access to service leads and industry opportunities
- **QUARTERLY HAPPY HOURS:** Invitations to all partner happy hour networking events
- **TRAININGS AND WEBINAR ACCESS:** Access and invitations to partner webinar system trainings and lunch & learn events
- **PARTNERSHIP NEWSLETTER:** Receive distribution of partner newsletters
- **MEETINGS CALENDAR:** Access to view groups and events coming to Mesa

Additional listings \$200 ea., \$100 additional categories



WEBSITE LISTING

A screenshot of a website listing for "The Original Blue Adobe Grille". The listing includes the restaurant's logo, address (144 N Country Club Dr, Mesa, Arizona 85201), phone number ((480) 962-1000), fax number ((480) 962-1110), and buttons for "VISIT WEBSITE", "SEND EMAIL", and "DIRECTIONS". The main text describes the restaurant as "New Mexico cuisine with fresh ingredients" and lists specialties like "Land of Enchantment combo" and "marinated tenderloin". There are also sections for "DETAILS", "AMENITIES", and "RELATED BLOGS".

EXTRANET ACCESS

A screenshot of the "Visit Mesa Partner Extranet" interface. It features a header with "DISCOVER" and "VISIT MESA" buttons. Below the header is a large image of a train with "DISCOVER" and "VISIT MESA" text. At the bottom, there are links for "DASHBOARD", "FILES AND REPORTS", and "HELP". A welcome message reads "Welcome to the Visit Mesa Partner Extranet!".

PACKAGE ADD-ONS

RESTAURANT - \$100 (ANNUAL)

- **EATDRINKMESA.COM LISTING:** Inclusion in exclusive dining website page
- **THIRD PARTY PROMOTION:** Opportunity to participate in collaborative promotions
- **JOBS LISTINGS EXTRANET ACCESS:** Ability to post job listings which appear on Visit Mesa website
- **INCLUSION ON BLOG CONTENT:** Opportunity to be included on restaurant themed blogs
- **ENHANCED RESTAURANT LISTING:** Extensive partner listing including Company logo, photos, description, menu and reservations links, if applicable

SOCIAL MEDIA - \$150 (ONE-TIME FEE)

- **PINTEREST PIN:** Dedicated Pinterest pin with link to Visit Mesa page
- **SOCIAL STORY:** Social media story determined by Visit Mesa content team
- **DEDICATED SOCIAL POST:** Dedicated social post determined by Visit Mesa content team
- **COLLABORATIVE SOCIAL POST:** Social media post incorporated with other Visit Mesa partners determined by Visit Mesa Content team

CONTENT - \$250 (ONE-TIME FEE)

- **DEDICATED BLOG POST:** Dedicated blog post with partner focused content
- **DEDICATED NEWSLETTER SPOTLIGHT:** Dedicated newsletter spotlight with partner focus
- **MARKET SPECIFIC DATABASE:** Database list of opted-in email addresses with a market specific interest
- **ROUND UP BLOG POST:** Blog post featuring a collection of partners for themed content focus post
- **PROFESSIONAL PHOTOGRAPHY AND VIDEOGRAPHY PREFERRED VENDOR DISCOUNT** (additional fee applies): Opportunity to purchase photography and videography services at a discounted rate

ADDITIONAL OPPORTUNITIES

AUTISM CERTIFICATION (COST VARIES)

- **AUTISM CERTIFIED:** Complete Autism Certification Program to gain official Certification
- **AUTISM GEOTOUR* INCLUSION (if credentials are met):** Participation point in an outdoor treasure hunting game where players use a mobile app or dedicated GPS device to find cleverly hidden containers called geocaches
- **ADDITIONAL EXPOSURE, MARKET REACH AND CONTENT:** Included in additional content and materials to promote Autism certification
- **AUTISM AND ACCESSIBILITY TRAVEL GUIDE:** Inclusion in the travel guide for program promotion

NON-HOSPITALITY PARTNER - \$250 (ANNUAL)

- **WEBSITE LISTING:** Company name, logo and description
- **TRAININGS AND WEBINAR ACCESS:** Access to participate in extranet trainings and webinars
- **QUARTERLY HAPPY HOURS:** Invitations to all partner happy hour networking events
- **ACCESS TO ONLINE EVENT CALENDAR/ EXTRANET:** Ability to update listing and post events

PARTNERSHIP PROGRAM

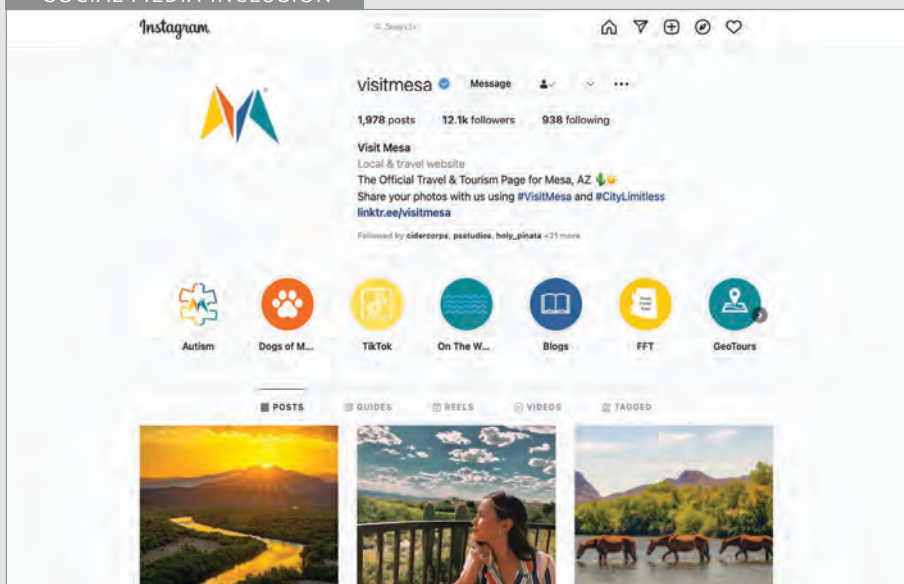
SILVER PARTNER - \$1,500 MESA/\$1,875 NEIGHBOR CITY
INCLUDES EVERYTHING IN TURQUOISE LEVEL, AND:

- **ENHANCED WEBSITE LISTING:** Includes photos and job listing link, if applicable
- **JOB LISTINGS EXTRANET ACCESS:** Ability to post job listings which appear on Visit Mesa website
- **SOCIAL MEDIA STORY:** One social media story determined by Visit Mesa content team
- **GEOTOUR* INCLUSION (if credentials are met):** Participation point in an outdoor treasure hunting game where players use a mobile app or dedicated GPS device to find cleverly hidden containers called geocaches.
- **FAM TOURS AND SITE INSPECTIONS:** Inclusion in FAM tours and site inspection opportunities, if applicable
- **PUBLIC RELATIONS AND COMMUNICATIONS:** Inclusion in public relations and communication opportunities and media support, if applicable
- **BUSINESS HIGHLIGHT IN PARTNER E-BLAST:** Partner spotlight section in a Visit Mesa e-newsletter
- **QUARTERLY REPORTING:** Reporting of Mesa area analytics and Visit Mesa data

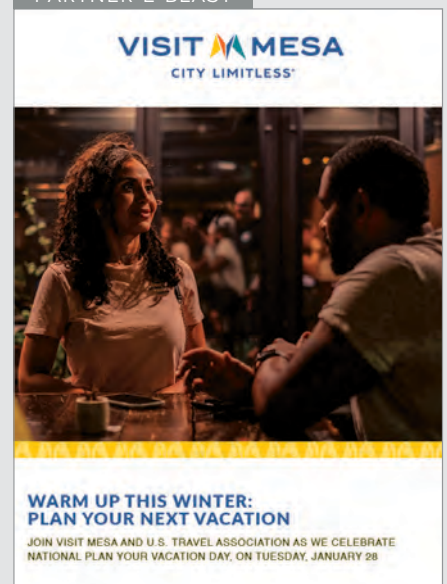
Additional listings \$200 ea., \$100 additional categories



SOCIAL MEDIA INCLUSION



PARTNER E-BLAST



**COPPER PARTNER - \$3,000 MESA/\$3,750 NEIGHBOR CITY
INCLUDES EVERYTHING IN SILVER AND TURQUOISE LEVELS, AND:**

- **PRIORITY WEBSITE LISTING:** Prioritized placement on Visit Mesa website
- **THRESHOLD 360 VIRTUAL TOUR PLATFORM ACCESS:** Access includes custom interactive map tool, analytics and more
- **DEDICATED CONSUMER E-BLAST:** Dedicated newsletter with the partner as the content focus to Visit Mesa's consumer database, markets selected by Visit Mesa
- **KIOSK ADVERTISEMENT:** One ad to be placed on Visit Mesa remote kiosk screen rotation for three months
- **TRADESHOWS AND SALES MISSIONS:** Opportunity to participate in applicable tradeshow/sales missions
- **MONTHLY MARKET DATA UPDATE:** Monthly in-depth market analytics report
- **25% DISCOUNT ON ADD-ONS:** 25% discount on any add-on package

Additional listings \$200 ea., additional categories included



11,459 Instagram followers



8,636 Twitter followers

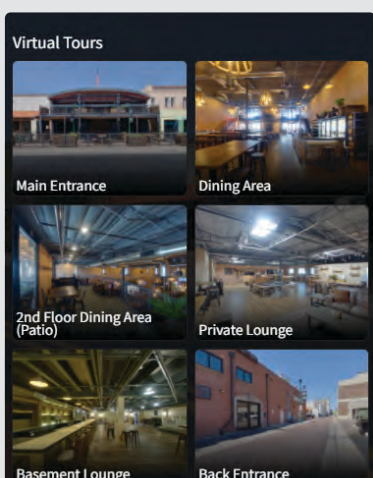


1,953,127 page views



122,320 impressions

THRESHOLD 360



658,164 lifetime views

The Threshold Platform allows Destinations, Resorts, Venues, and other location-based organizations to easily create and distribute 360° virtual tours to their audience across a wide array of marketing and sales channels (Source:Threshold360.com).

INQUIRE FOR MORE INFORMATION AND PRICING:

- Visitor guide advertising
- *NEW* Visit Mesa remote kiosk advertising
- Website advertising
- Co-branded promotional items



VISION

Elevate Mesa as
a must-experience
destination in Arizona



MISSION

Promote the value
and vitality of our visitor
economy to create a
better community

FREQUENTLY ASKED QUESTIONS

Q: What is Visit Mesa?

A: Visit Mesa is the Destination Marketing Organization (DMO) responsible for positioning and promoting Mesa, Arizona as a top destination for leisure and business-related travel.

Q: How is Visit Mesa funded?

A: Visit Mesa is a 501(c)(6) non-profit organization primarily funded by the collection of hotel bed taxes.

Q: How is Visit Mesa different than the Mesa Chamber of Commerce and the Downtown Mesa Association?

A: Visit Mesa promotes our destination to visitors in target markets, which results in spending at local hospitality-related businesses, hotels, attractions and services. In addition to reaching the statewide visitor, Visit Mesa serves the East Valley community (branded as City Limitless®) and educates residents on the value of tourism and visitor industry impacts. The Mesa Chamber of Commerce primarily presents business and economic development throughout the City of Mesa in addition to networking opportunities for members, while the Downtown Mesa Association works on behalf of business owners for policy development, advocacy, and program management in downtown Mesa.

Q: How much time does it require to become a partner?

A: Visit Mesa does most of the work once you provide your assets. After that, you determine the amount of time investment you would like to contribute. For example, your participation in our quarterly happy hour, training events, etc. is strongly encouraged, but completely optional.

Q: Is there a maximum number of Content and Social Media packages I can purchase?

A: No. We encourage you to take full advantage of these platforms as often as you would like.

Q: How can we see our individual company performance?

A: Our partnership team is happy to present you with a roll-up report and schedule a meeting to discuss results. Feel free to request this at any time.

Q: Is it possible to upgrade my level of partnership during my term?

A: You may upgrade your partnership at any time and be charged a prorated amount for the remainder of the term.

VISIT MESA 12 MONTH AGREEMENT FORM

SELECT THE PARTNERSHIP LEVEL FOR VISIT MESA PARTICIPATION

	MESA BUSINESSES	NEIGHBOR CITY BUSINESSES
<input type="checkbox"/> TURQUOISE PARTNER	\$350 / year	\$425 / year
<input type="checkbox"/> SILVER PARTNER	\$1,500 / year	\$1,875 / year
<input type="checkbox"/> COPPER PARTNER	\$3,000 / year	\$3,750 / year
<input type="checkbox"/> NON-HOSPITALITY PARTNER	\$250 / year	-
<input type="checkbox"/> RESTAURANT - PACKAGE ADD-ON	\$100 / year	-
<input type="checkbox"/> SOCIAL MEDIA - PACKAGE ADD-ON	\$150 / one-time fee	-
<input type="checkbox"/> CONTENT - PACKAGE ADD-ON	\$250 / one-time fee	-

WEBSITE AND PRINTED MATERIAL

BUSINESS NAME _____

EMAIL _____

WEBSITE _____

PHYSICAL ADDRESS _____

CITY _____ ARIZONA ZIP CODE _____

PREFERRED BASIC CATEGORY TYPE

SELECT ONE MAIN CATEGORY: MULTIPLE SUB-CATEGORIES MAY BE CHECKED WITHIN MAIN CATEGORY.
ADDITIONAL CATEGORIES \$100.

- ☐ ACCOMMODATIONS: ☐ Hotel ☐ Hotel-Extended Stay ☐ RV/Mobile Home Park ☐ Relocation
- ☐ THINGS TO DO: ☐ Arts & Culture ☐ Entertainment ☐ Attraction ☐ Shopping & Spas ☐ Golf ☐ Day Trips/Tours
☐ Outdoor Activities ☐ Sports Enthusiast
- ☐ RESTAURANTS: ☐ Dining ☐ Nightlife ☐ Breweries ☐ Local Flavor
- ☐ MEETING PLANNER: ☐ Hotel ☐ Service Providers ☐ Weddings

☐ NEW ☐ RENEWAL VM REP _____ DATE _____

CONTRACT START DATE _____ END DATE _____

AMOUNT \$ _____ EMAIL TO BE DIGITALLY INVOICED _____

DEPOSIT: PAID BY CREDIT CARD UPON SIGNING · AMOUNT \$ _____

NAME _____

AUTHORIZED SIGNATURE _____ DATE _____

TITLE _____ PHONE _____

SPECIAL INSTRUCTIONS:

Visit Mesa

1 N. MacDonald, Suite 209

Mesa, Arizona, 85201

480.682.3660 ph \ 480.827.4704 fax

visitmesa.com

Email completed form to diva@visitmesa.com
or print out and mail or fax to Visit Mesa.

“We love partnering with Visit Mesa. They are always thinking of what they can do to help support and promote local businesses in Mesa and surrounding areas. Such an asset to all of us small business owners who are trying to reach out to our community and share about our offerings and what's happening. We are grateful for their time and effort.

Cono and Angela Vertuccio
Vertuccio Farms

“Visit Mesa is all about “visiting” Mesa. I have had the pleasure of many guests visiting Mesa eating at my restaurant Downtown Rendezvous from visiting Visit Mesa's website and stopping in at their office. Visit Mesa has done so much for my restaurant. I feel every business in Mesa should join this valuable organization, they guide and help visitors and customers and recommend different businesses. Visit Mesa is the Library of business knowledge.

Cindy Fitch
Owner
Downtown Rendezvous

“Partnering with Visit Mesa is not only a valuable professional resource, it is also a pleasure! The Visit Mesa team is dynamic, capable and fun to partner with!”

Krissy Lenz
Owner
Neighborhood
Comedy Theatre
(NCT) Phoenix Improv



visitmesa.com