



### **Member & Partner Benefits:**

The Marin Convention & Visitors Bureau (MCVB) mission is to develop a sustainable visitor base to Marin County, enhance the local economies, and protect the natural resources through responsible promotion.

As a member or partner of the Marin Convention & Visitors Bureau (MCVB), your hotel property, or business, or organization is seen as an investment that will entitle your hotel property, business, or organization to the following benefits:

### **Visitor Inquiries & Direct Lead Referrals:**

MCVB members and partners receive direct referrals in response to inquiries. MCVB will maintain database and make tracking lists available to members and partners.

### **Advertising Opportunities:**

MCVB members and partners will have a listing, link and brief summary on our website, [www.visitmarin.org](http://www.visitmarin.org) as well as be listed in other collateral pieces or publications on Marin County. The MCVB team will determine proper positioning and placement on website for all members and partners. Members and Partners also have the option of periodic co-op advertising in regional and national publications and trade shows.

### **Brochure Distribution:**

MCVB members and partners receive complimentary brochure placement at the MCVB office.

### **Seasonal Local Promotions & Public Relations:**

Additional marketing opportunities for members and partners to participate in meeting planner and fam tours of Marin will be available periodically.

### **News Distribution & Member & Partner Communications:**

All MCVB members and partners have opportunities for special events, including features, programs or classes, entertainment and festivities via the Calendar of Events and any career opportunities to be highlighted on the MCVB website. All MCVB members & partners will receive a monthly e-newsletter, with potential opportunities for special features each month.

### **Advocacy:**

The MCVB is a strong and active advocate for tourism within the state of California through California Legislative Travel Industry Association (CAL TIA).