



## Become a Partner of Visit Tuolumne County

Tourism is the number one industry in Tuolumne County. Visit Tuolumne County (VTC) promotes economic growth to Tuolumne County through marketing the County to potential visitors. If you have a local business, then tourism is your business! Join us and be part of a dynamic organization that is here to help all of Tuolumne County prosper through tourism.

Being a partner of Visit Tuolumne County has many benefits. The exposure and networking opportunities that come with partnership can mean more business for you. We help visitors find your business and enhance business opportunities and economic prosperity in our region. Partners help fund our efforts and we develop tools, tips and resources to help you succeed.

### Partnership Benefits:

- One listing per business on the Visit Tuolumne County website. Additional listings for the same business are \$50 each\*. Tuolumne County Lodging and RV Park Partners are listed on Book Direct, a booking referral engine, at no cost.
- Business listed in the 2024-2025 Tuolumne County Travel Guide Index. This publication may be viewed and downloaded online and 75,000 copies are printed annually (for a total of 150,000 copies) and distributed through:
  - High-traffic Bay Area locations (Starbucks, BART Stations, Trader Joe's, and more!)
  - Reader response to the Official California Visitors Guide, VIA, Sunset, Yosemite Journal, and other online requests
  - Oakland and San Jose International Airports
  - John Wayne Airport in Orange County
  - California Welcome Centers in San Francisco and at Pier 39 and in Fairfield at the Jelly Belly Factory
  - Local businesses and regional visitor information centers
- Your literature distributed in VTC Visitor Information Center
- Partners are referred to first when visitors inquire about lodging, dining, shopping, attractions, etc.
- Receive monthly informative emails
- Display events on VTC's Calendar of Events on VisitTuolumne.com – Partners' events are welcome, easy to submit, and are free!

### Additional Opportunities:

- Advertising opportunities in the widely distributed Tuolumne County Travel Guide

- Co-operative marketing promotions at reduced rates
- Consumer email sponsorships available to VTC partners at an additional cost
- Partners are highlighted in media and tour outreach as applicable
- VTC represents the County at travel shows, lifestyle shows, and tour operator/travel agent summits. Booth participation for VTC partners may be available at an additional cost.
- Possible highlights on social media including Facebook, Twitter, Instagram and TikTok
- Exclusive opportunities to participate in VTC events

VTC promotes Tuolumne County to key markets statewide, nationally, and internationally. Multi-platform marketing plan includes: Website, mobile and tablet sites and platforms, social media, annual Travel Guide, media outreach, tour operator outreach, familiarization trips, print, online, radio and a variety of partnership projects. In addition, VTC provides opportunities throughout the year to inspire businesses on a number of travel trending topics. VTC houses the Film Commission and works to promote Tuolumne County as a multi-opportunity destination for all kinds of filming.



## Partnership Registration

(Fill Out This Form for Each Business)

**Business Name:** \_\_\_\_\_

**Business Physical Address:** \_\_\_\_\_

**Business Mailing/Billing Address (if different from above):** \_\_\_\_\_

**Business Phone:** \_\_\_\_\_ **Business Website:** \_\_\_\_\_

### Partnership Fees:

#### Tuolumne County Businesses:

☐ 1 Business \$200      ☐ 2 Businesses \$300      ☐ 3 Businesses \$400      ☐ Non-profit \$100

☐ Be listed under an additional category on Visit Tuolumne County website: \$50 each (indicate categories on next page)

☐ Business outside of Tuolumne County \$300      ☐ 2 Businesses outside of Tuolumne County \$450

☐ Non-profit outside of Tuolumne County \$200

Total: \$\_\_\_\_\_

### Contact Information

Main Contact Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Complete Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Title: \_\_\_\_\_

Is this the contact to receive mail such as partnership renewal information/invoices? ☐ Yes ☐ No

If checked no, who should receive partnership renewal information/invoices and what are their physical and email addresses?

Contact Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address (if different from mailing address above): \_\_\_\_\_

Phone: \_\_\_\_\_ Title: \_\_\_\_\_

*Additional Contact and E-Mail Address of those who should receive partner e-newsletters, promotional opportunities, etc.:*

Contact Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

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**Social Media Handles:**

Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_ Twitter: \_\_\_\_\_

**Fun Facts:**

Please list one or more interesting and/or fun facts about your business that we may not know. We will use this information for various promos including social media. \_\_\_\_\_

\_\_\_\_\_

**Business Information:**

My business is pet friendly. ☐ Yes ☐ No

**What category does your business fall under? Circle the main category for your partnership.** Check others that apply only if you would like to be placed under additional listings beyond your main partnership category; each additional category is \$50 per year.

- |  |                                       |   |  |
|--|---------------------------------------|---|--|
| <input type="checkbox"/> Arts & Entertainment        | <input type="checkbox"/> Associations | <input type="checkbox"/> Camping/RV Park    | <input type="checkbox"/> Dining, Bar or Saloon |
| <input type="checkbox"/> Event Venue or Services     | <input type="checkbox"/> Lodging      | <input type="checkbox"/> Outdoor Adventure  | <input type="checkbox"/> Relocation Services   |
| <input type="checkbox"/> Services _____              | <input type="checkbox"/> Shopping     | <input type="checkbox"/> Tours/Guided Tours | <input type="checkbox"/> Transportation        |
| <input type="checkbox"/> Wine, Beer or Cider Tasting |                                       |   |  |

**Provide a description of your business for your web details page on VisitTuolumne.com (75 words maximum; use reverse side if needed)** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

----- **For Lodging and RV Parks and Campgrounds Only:** -----

**Lodging Properties, select your amenities (check all that apply)**

- |  |   |   |   |
|--|---|---|---|
| <input type="checkbox"/> Accessible Units/Facilities | <input type="checkbox"/> Breakfast Included | <input type="checkbox"/> Pool/Swimming            | <input type="checkbox"/> Spa/Sauna            |
| <input type="checkbox"/> TV                          | <input type="checkbox"/> Telephones         | <input type="checkbox"/> Fireplace                | <input type="checkbox"/> Guest Laundry        |
| <input type="checkbox"/> Kitchen                     | <input type="checkbox"/> Fridge &/or Micro  | <input type="checkbox"/> Banquet/Meeting Facility |   |
| <input type="checkbox"/> WiFi/High Speed Internet    | <input type="checkbox"/> Restaurant On-site | <input type="checkbox"/> Packages                 | <input type="checkbox"/> Commissionable Rates |
| <input type="checkbox"/> Vehicle Charging Station    | <input type="checkbox"/> Other _____        |   |   |

# of Units \_\_\_\_\_ Low Rate: \$ \_\_\_\_\_ High Rate: \$ \_\_\_\_\_

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**Camping & RVing Properties, select your amenities (check all that apply)**

- |  |  |   |   |
|--|--|---|---|
| <input type="checkbox"/> Accessible Sites/Facilities | <input type="checkbox"/> Accept Credit Cards | <input type="checkbox"/> Pool/Beach/River | <input type="checkbox"/> Showers        |
| <input type="checkbox"/> Toilets                     | <input type="checkbox"/> Hookups             | <input type="checkbox"/> Dump Station     | <input type="checkbox"/> Guest Laundry  |
| <input type="checkbox"/> Convenience Store           | <input type="checkbox"/> Banquet/Meeting     | <input type="checkbox"/> BBQs/Picnic Area | <input type="checkbox"/> Boating Nearby |
| <input type="checkbox"/> Hiking Trails Nearby        | <input type="checkbox"/> Fire Pits           | <input type="checkbox"/> Potable Water    | <input type="checkbox"/> RV Sites       |
| <input type="checkbox"/> Tent Sites                  | <input type="checkbox"/> Vehicle Charging    | <input type="checkbox"/> Other _____      |   |

# of Spaces \_\_\_\_\_ Low Rate: \$ \_\_\_\_\_ High Rate: \$ \_\_\_\_\_

**Partnerships are renewed every year in the month which you joined.** Please fill out the Partnership Registration and either:

- Send with check payable to Visit Tuolumne County to:  
Visit Tuolumne County  
Attn: Partnerships  
193 S Washington St.  
Sonora, CA 95370
- Scan and email to: [jen@gotuolumne.com](mailto:jen@gotuolumne.com) Call with credit card number and amount due: 209-533-4420.
- Dropoff by the Visitor Information Center in Sonora at 193 S. Washington Street

Or, fill out the online form at [visittuolumne.com/new-partnership-application](http://visittuolumne.com/new-partnership-application). Call the VTC Team if you have any questions: 209-533-4420

Thank you! We're happy to have you as a partner.