



## Tuolumne County Visitors Bureau Co-Opportunities 2014-2015

*The Tuolumne County Visitors Bureau is pleased to offer our Members several “co-opportunities” throughout the year. These opportunities add value to your membership and help you and the TCVB to leverage marketing and promotion dollars!*

To sign up for or to receive additional information on any of the following programs, please email Lisa Mayo at [Lisa@GoTuolumne.com](mailto:Lisa@GoTuolumne.com) or call 209-533-4420.

Please consider adding some of the following to your marketing mix:

**Vacationland Values:** This program will drive visitors to the Tuolumne County Visitors Information Centers both in Chinese Camp and in Sonora and then on to you, our Partners! Visitors will pick up a Vacationland Values card along with a list of participating businesses and their corresponding “deal” (cards will only be available at the two TC Visitor Centers). By showing a participating business their card, visitors receive the corresponding offer for that business (i.e. free appetizer with meal purchase, 15% off purchase, etc.). **Sign up any time - email Karen at [tcvacationstation@gmail.com](mailto:tcvacationstation@gmail.com).**



**Tuolumne County Restaurant Week** In partnership with Visit California’s California Restaurant Month in January, we are having the 3<sup>rd</sup> Annual Tuolumne County Restaurant Week, January 18-24, 2015! All restaurants are invited to participate by offering a “restaurant week only” special. There are numerous ways this week will be promoted including on VisitCalifornia.com and on our website, YosemiteGoldCountry.com. Additionally the 2015 TC Restaurant Week will be promoted through our VIA and Sunset Magazine advertising. There is no cost to participate! Visit [yosemitegoldcountry.com/restaurantweek](http://yosemitegoldcountry.com/restaurantweek) to see which restaurants are participating and what their offers look like. **Restaurant Week 2015 details to be released later in the year!**

**BAY AREA TRAVEL & ADVENTURE SHOW FEBRUARY 7-8, 2015**  
**LOS ANGELES TRAVEL & ADVENTURE SHOW, FEBRUARY 21-22, 2015**

Once again we’re headed to both the Bay Area and LA Travel & Adventure Shows. These energizing shows are a key outlet to promote Tuolumne County to potential and returning visitors. Both shows offer a special “media only” interval where we meet and talk with travel writers and encourage them to visit, write about and promote our area. At the Bay Area Show we are part of the Gold Country row and at the LA Show we are part of the Yosemite Pavilion. Combined, the two shows brought in over 44,000 attendees last year. Here’s how Members can participate:

**TRAVEL & ADVENTURE SHOW.** The #1 Series of Travel Shows In The U.S.

- For \$50 (each show) members may send 100 #10 rack-size brochures for distribution at the shows. **Please have your brochures to our Stockton Street Office in Sonora by January 28, 2015!**
- If Members would like to be exhibit partners and share the booth, the cost is \$1300 with one partner or \$900/partner with two partners. **Contact Lisa if you would like to partner up!**

## Sunset **SUNSET CELEBRATION WEEKEND, JUNE 2015 (Exact dates to be announced)!**

It is our hope to once again be an exhibitor at the very popular Sunset Celebration Weekend held in Menlo Park at Sunset Magazine Headquarters. This exciting weekend is filled with all things food, wine, travel and home and is an excellent venue for scoping in on one of our key markets! The TCVB can have up to two partners. Cost is \$500 per partner, two partners max. **First come, first served!** OR if you'd like to send your #10 rack-card sized brochures, it's just \$40 to send 100 brochures. **Have brochures to our office by May 16, 2014.**

### ADVERTISE ONLINE AT YOSEMITEGOLDCOUNTRY.COM

We have begun to offer advertising on our website, YosemiteGoldCountry.com. If you would like to place an ad, the cost is \$50/month. Ads rotate with no more than two additional ads. In the screen shot shown here, you can see the ads on the right hand sidebar. At the end of each month we can let you know how many click-thrus you have. With the amount of search engine marketing we are doing, our web visits continue to grow. **Space is limited, so sign up soon to get your ad seen!**



### LOGOED MERCHANDISE BAGS!

We will be ordering 6,000 merchandise bags to use for both retail sales and to hand out at travel shows. (We have found that this is a great need at travel shows)! We are looking for three partners who would like their logo put on the bag. Cost per partner is \$350 and is available on a first-come, first-served basis. Please note, logos will be one color only. **Deadline: Until there are three partners!**

### SOCIAL MEDIA MATTERS



Social media has provided a whole new mechanism for "word of mouth" marketing! That's why here at TCVB we take it seriously. You can find us (and follow us!) on Facebook, Twitter, Pinterest, Instagram and YouTube. If you subscribe to any or all of these, please be sure to follow us, then share what we're doing with your followers. **We are stronger together! #tcvacationland #lovetc**