

Collaboration and Cooperation at Its Best!

The Finger Lakes Tourism Alliance is one of the longest standing destination marketing organizations in the United States founded in 1919! The Finger Lakes is a region gaining more and more notoriety and popularity among visitors, groups, professionals and local residents! By working in partnership with the Finger Lakes Tourism Alliance (FLTA), you will become part of a community of over 700 tourism related businesses working together to spread the word about everything the Finger Lakes has to offer!

Your organization will be featured in Finger Lakes Tourism Alliance publications including the Regional Travel Guide, Map and Mini Guide, applicable group travel publications, niche brochures and on FingerLakes.org, the #1 source for Finger Lakes tourism information.

**Voice Your Message and
 Get on Visitor's Radar!!
 \$375 for a 12 Month Partnership**

Partner

Benefits:

Immediate listing on our award winning website

www.FingerLakes.org

FingerLakes.org sees over 650,000+ new, first time visitors a year!



***Plus** your own customizable partner page that you can update whenever and however you would like! Your unique partner page includes ONE business photo (additional photos may be purchased), descriptive write up marketing your business' offerings and happenings, and a link to your business' website and email address if applicable, for increased marketing exposure!

- Access to Partner Login section of web site, with a log in name and password which allows partners to change their photo and listing at any time.
- Basic listing in four appropriate categories on website i.e. wineries, dining, attractions, accommodations, services, transportation providers, events, etc.
- Make an impact on visitor's buying decisions by posting your offerings on the FingerLakes.org events calendar, packages, and specials pages!
 - **FLTA pulls information from these areas for additional promotion to push visitors to your doors by way of our marketing channels such as social media, newsletters, press releases etc.**

Voice Your Message and Get on Visitor's Radar

One Region, One Voice! FLTA has been promoting the Finger Lakes through references, referrals, and networking opportunities (ask about our Annual Literature Exchange and Holiday Party!) for 100 years, that's longer than any other Finger Lakes entity!

2019 Mini Guide/Map

Included at no additional charge with all 2019 FLTA partnerships is a listing on our rack card size fold out Map and Mini Guide. This valuable Finger Lakes regional map is easy for visitors to carry and businesses to display. Your business name and phone number will be listed under the appropriate business category heading on the flip side of the map. A minimum of 75,000 of these maps are slated to be produced in 2019!

2020 Regional Travel Guide

Community page listing that includes your business phone number, website, and a 30 word write up in the Community Listing section of the Finger Lakes Regional Travel Guide (over 125,000 copies produced!) Once your partnership is set up, you will have partner page log in capability to provide an enriched and detailed description that will appear on your partner page on FingerLakes.org.

Other Benefits

- Promotion through FLTA's popular and well-read social media outlets. (Facebook reach of 1.2 million and climbing!)
- FLTA office distribution of your promotional rack cards or brochures.
- Invitation to annual Brochure Exchange, Holiday Party and networking events.
- Access to other marketing initiatives and exclusive media opportunities to promote your business to wider audiences.
- Access to discounted payroll services and insurance policies through **Optima Benefits Group**.

Sales Representative _____

Date ___/___/___ Photo Included Yes ___ No ___

Please Bill Me _____

Your Business' Name _____

Business Type _____
 Hotel, Bed & Breakfast, Winery, Restaurant, Museum, Attractions, etc

Billing Address

Address _____

City/State/Zip _____

Point of Contact _____

Point of Contact's Title _____

Phone _____

Cell _____ Fax _____

Toll Free _____

Physical Address

Address _____

Phone _____ Toll Free _____ Fax _____

Web Address _____

Email Address to be Used for Partner Log In _____

Public Email Address _____

Payment & Partnership Selection

Please Check **ONE** Box for Partnership Option Below

Basic Partnership \$375

Basic Plus 3 Add'l Partner Page Photos \$450

Check Amount _____

Credit Card # & Amount _____

Exp. Date & Security Code _____

**2019 New Partners
 Application Form**



Business Description:

This will be placed on your partner page on FingerLakes.org. An edited 30 word description can be provided once your partner page is set up and will be included in your Community Listing description in the 2020 Travel Guide. This description can be edited at any time through your business specific partner log in account on www.FingerLakes.org!

NOTE: Businesses are allowed **ONE PHOTO** on their partner page. Please email photo to FLTA. Additional photos may be purchased. Please be sure to fill out grid information on following page, if applicable, before submitting this form as completed

Please complete the form and either fax back to 315-536-1237 or scan & email to info@fingertakes.org. Full payment must be made within 30 days of invoice or payment plans can be set up.

By becoming a FLTA partner, you will be joining an association of over 700 other tourism-related businesses. Your organization will be featured in Finger Lakes Tourism Alliance publications and on FingerLakes.org, the #1 source for Finger Lakes tourism information.

Signature

Please sign, date and return this Partnership form with your payment to:
 Finger Lakes Tourism Alliance, 309 Lake Street, Penn Yan, NY, 14527 Office: 315-536-7488 | Fax: 1-315-536-1237

Renewal Partnership is automatically billed yearly as right of first refusal for the following Partnership year.

Sales Representative _____

Date ___/___/___ Photo Included Yes ___ No ___

Date _____

For your applicable business heading, please fill out the corresponding grid information for visitor information on FingerLakes.org as well as for your travel guide listing. Additional information such as months of operation can be added to your partner page description for visitor reference:

Business Name _____

Please select the features your business can accommodate and/or have available:

Wineries/Breweries/Distilleries/Cideries

Boat Accessible	Handicap Accessible	Dining	Tours	Banquet/ Conferences	Accommodations	AAA Discount

Restaurants

Boat Accessible	Handicap Accessible	Max Occupancy	Offer NYS Beverages (Wine, Beer, Cider ,etc)	Banquet/ Conferences	Breakfast - Lunch Dinner - Kids Menu Pub/Bar Fare <i>Please circle the offerings your business features</i>	AAA Discount	Free WiFi

Hotels/Motels:

# of Rooms	Restaurant	Pool	Wireless/ Internet	Lake and/or River Access	Handicap Accessible	Meeting Facility	Pet Friendly	AAA Discount

Bed & Breakfasts:

# of Rooms	Breakfast	TV/ Cable/ Internet	Private Bath	Air Conditioning	Pool / Lake/ River / Jacuzzi	Handicap Accessible	Accept Credit Cards	Pet Friendly	AAA Discount

Vacation Rentals:

# of Bedrooms	Max Occupancy	TV/ Cable/ AC	Washer/ Dryer/ Full Kitchen	Linens Available	Wireless/ Internet	Pool / Lake/ Jacuzzi	Handicap Accessible	Pet Friendly	AAA Discount

Campgrounds:

# of Sites	Full Hook Up	Electric/ Water	Water Only	Pull Through	Cabins/ RV Rentals	Transient Sites	Swimming	Fishing/ Boat Launch	Store/ Laundry	Internet Access	AAA Discount

Please sign, date and return this Partnership form with your payment to:

Finger Lakes Tourism Alliance, 309 Lake Street, Penn Yan, NY, 14527 Office: 315-536-7488 | Fax: 1-315-536-1237

Renewal Partnership is automatically billed yearly as right of first refusal for the following Partnership year.