

Partnership Program One Region, One Voice!

The Finger Lakes Tourism Alliance has been promoting the Finger Lakes region as a top tourist destination through mass media markets for over 100 years.

Collaboration and Cooperation at Its Best!

The Finger Lakes region is gaining notoriety and popularity among travelers worldwide, for leisure and business. When you partner with the Finger Lakes Tourism Alliance (FLTA), you will become part of a community of over 600 tourism-related businesses working together to spread the word about everything the Finger Lakes region has to experience! Read on to learn about what our Partnership Program, starting at **\$390 for a 12-month period**, has to offer you.

Partner Benefits

Website

Immediate listing on our award-winning website www.FingerLakes.org a site that sees over 650,000+ new, first time visitors a year!

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



- Access to the Partner Login section of website, with a login name and password that allows you to change your 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.
- Impact 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 including social media, newsletters, press releases, etc.

Mini Guide/Map

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 each year!

Regional Travel Guide

Community page listing that includes your business phone number, website, and a 30-word write-up in the Business Directory section of the Finger Lakes Regional Travel Guide. (100,000 copies slated to be 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**.



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 \$390

Basic Plus 3 Add'l Partner Page Photos \$465

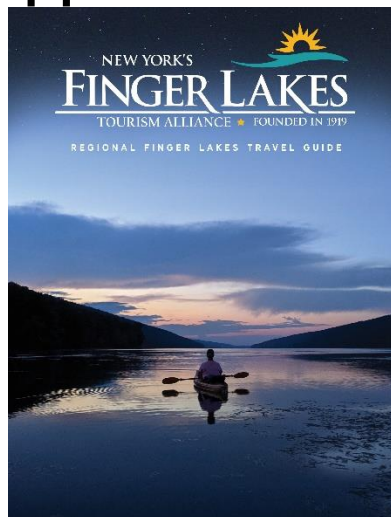
Check Amount _____

Credit Card # & Amount _____

Exp. Date & Security Code _____

Please Bill Me _____

New Partner Application Form



Business Description:

This text 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 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 the 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@fingerlakes.org. Full payment must be made within 30 days of invoice or contact us to set up a payment plan.

Signature

Date _____

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.

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/o River Acces | 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 |
|------------|--------------|-----------------|------------|--------------|--------------------|-----------------|----------|----------------------|----------------|-----------------|--------------|
| | | | | | | | | | | | |

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