



Partnership Benefits

Your partnership with the *Sacramento Convention & Visitors Bureau (SCVB)* provides direct access to more than 17 million potential customers who are visiting or planning their visit to the Sacramento area. As your advance marketing partner to this lucrative market, the SCVB represents a very effective and targeted means for you to increase your company's sales.

Your annual partnership with the SCVB includes the following benefits:

Marketing & Advertising Opportunities

Free promotional listing in the Sacramento Visitors' Guide, distributed in local hotel rooms, through the Sacramento Visitor Center, the Sacramento International Airport, the Sacramento Convention Center, the SCVB office (1608 I St.) plus, various tradeshows, convention packets and individual requests from visitors. 250,000 copies are circulated yearly with semi-annual updates.

Exclusive SCVB partner discount advertising opportunities available through Sacramento Magazine at 916-452-6200.

Free online promotional listing and link on the SCVB website, www.discovergold.org, visited by approximately 93,000 people per month. High-impact online advertising is also available for an additional fee.

Free brochure distribution at our Sacramento Visitor Center in Old Sacramento, the SCVB offices on I Street, and the Sacramento Convention Center information booth visited by over 250,000 people annually.

Partnership Pages, a monthly mailing program to more than 600 SCVB partners, places your information directly into the hands of Sacramento's key visitor industry decision-makers.

Exclusive Networking & Referrals

Quarterly partner orientations provide an opportunity to introduce your business to SCVB staff and learn about SCVB sales and marketing strategies to gain the best return on your investment.

Networking opportunities at exclusive partner business mixers and exclusive events provide another venue to promote your business and build relationships.

Exclusive referrals from SCVB staff in response to convention and tourism-related inquiries.



Marketing Tools

Confidential Convention Calendar, mailed semi-annually, provides information on scheduled conventions and trade shows and includes detailed contact information. Utilize this calendar to market directly to meeting planners that are planning their conference in Sacramento.

Industry information provided by the SCVB through our monthly e-newsletter BureauChat, Partner Orientation and annual events, keeps you informed on industry trends, SCVB marketing strategies, upcoming events or partnership opportunities.

Promote your visitor-friendly business by displaying SCVB partnership plaque and window decal; align with the SCVB using our partner logo on collateral materials and website.

JOIN. PARTICIPATE. BENEFIT.

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