

## NorthofBoston.org

## **North of Boston CVB Membership Benefits**

### INCLUDED WITH MEMBERSHIP

Official Visitors Guide Listing: Membership includes a free business listing in 125,000 copies of the North of Boston Visitor Guide, distributed throughout Essex County, Greater Boston, Canada, Maine, NH, CT, NY, NJ, PA and mailed to thousands of travelers annually. Online digital flipbook and embedded onto USB drives for Trade Shows.

**NorthofBoston.org Listing:** Membership includes a free descriptive listing with hyperlink, photos, social media links, YouTube Video, groups, events & weddings information NEW & included with membership: health & safety guidance & weddings micro-site

2019 site visits: 137,000; 2020 site visits: 123,000

**Exclusive use of official North of Boston Logo:** Use our logo to endorse your business as a member of the official Convention and Visitor's Bureau for Essex County.

**Legislative Advocacy:** The CVB actively educates and advocates for the tourism industry at the municipal and state level.

**E-Newsletters:** Learn about ongoing initiatives to drive tourism to our region as well as cooperative marketing opportunities, networking events, industry education, public service announcements, member information, and much more.

**Consumer E-blasts:** The CVB's consumer database has more than 44,000 subscribers who have expressed interest in the North of Boston region. E-newsletters are sent seasonally and are sometimes geographically targeted to our drive markets- NE and mid-Atlantic states. Cooperative paid opportunities to feature your business are presented regularly.

**Tourism Mini-Grants Program:** Member non-profit organizations, headquartered in Essex County are eligible to apply for mini-grants each year to help supplement tourism marketing programs. Awards range from \$200 to \$10,000.

**Online Calendar Listings:** Spread the word about your events or exhibits while gaining valuable exposure for your business. This is one of our site's most visited pages.

#### **NETWORKING OPPORTUNITIES**

**Member Networking & Educational Opportunities:** Meet industry colleagues and develop relationships that support your business through our networking mixers and monthly sales meetings. Virtual programming is free, and we encourage you to get involved. Attend monthly luncheons, evening events, and the North of Boston CVB Annual Tourism Summit throughout the year. All have nominal admission fees with significant member discounts.

#### COOPERATIVE MARKETING AND PARTNERSHIP

**Visitor Guide Advertising:** Enhance your exposure in this annual publication – place an ad and be seen by thousands traveling to the North of Boston region. Attracts Leisure, Groups, Meetings, Weddings and Special Events Markets- Domestic and International. 125,000 printed copies. Online digital flipbook and embedded onto USB drives for Trade Shows. 2022 Ad space is now available!

Maria Miles Visitor Center Advertising: The official Gateway to Massachusetts is the perfect place to display your brochures and information on events. The center welcomes more than 350,000 visitors annually! Stand out by advertising with a brochure, posters, unique display, or Essex County Treasure Hunt.

**Website Advertising & Member to Member E-blasts:** Inquire about Enhanced and/Featured Listings on northofboston.org (2019 site visits: 137,000; 2020 site visits: 123,000) and sending direct messages to more than 1,200 members and industry contacts.

Cooperative Advertising: Stretch your marketing dollars by advertising collectively with our members in select print and online media.

**FAM Tours:** Join us in hosting travel writers, bloggers, influencers, photographers and international press and group tour leaders covering the North of Boston region.



## NorthofBoston.org

# Membership Investment Fee Structure For owners of more than one business, there is a 25% discount for each additional business. (Please circle appropriate category and fee.)

Accommodations		Wineries, Breweries, Distilleries, Food Tours	
Up to 6 rooms	\$200		\$350
Between 7 and 25 rooms	\$350		7
Additional room fee above 25 rooms	\$2 per room	Shopping	
Museums & Attractions		Individual store	\$350
<15K visitors	\$300	Development group <10 stores	\$550
Between 15K and 100K visitors	\$350 \$350	Shopping mall +10 stores	\$800
>100K visitors	\$450 \$450	DMO OL CHARLES HELD STORY	
>TOUR VISILOIS	<b>Φ430</b>	DMOs, Chambers, Historic Sites/Societies & Fest	
Tour Operators, Receptives & Event Planners			\$250
Tour Operators, Neceptives & Event Flanners	<u></u>	Event Venues/Conference Centers	
	\$350		\$350
Restaurants		Colleges and Universities	
<75 seats	\$350	Affiliates	\$300
Between 76 and 150 seats	\$400	<2500 students	\$450
>150 seats	\$450	Between 2500 and 5000 students	\$550
		>7500 students	\$800
Whale Watches, Sails, Cruises		7 7 000 Students	ψοσο
	\$350	Professional Services	
M. d. Thata O. A. C.		<5 employees	\$350
Music, Theatre, & Arts		>6 employees	\$450
Small Associations (under 5 employees)	\$250		
<10K visitors	\$350	Banks and Financial Services	
Between 10K and 25 K visitors	\$450	Individual branch	\$450
>25K visitors	\$550	Corporate office	\$800
Transportation		Cities &Towns	
Livery Services	\$450	% of rooms tax revenue	3%
Ferry Services	\$550	70 OF TOOMS Tax revenue	3 /0
Car Rental Companies	\$800	Charities	
Airline Companies	\$1,550		ann an ll far mriainn
		Casinos	ease call for pricing
Outdoor and Indoor Recreation		Base Fee	\$2500
	\$350	Dase ree	ֆ <b>∠</b> 300
Farms & Wildlife		*MOU between casino and NBCVB management to	he devised for
	\$250	<u> </u>	DE GEVISEU IOI
	φ <b>∠</b> ου	additional cross-promotional benefits.	

## Looking to even further expose your organization or business? The next page details several options you can choose as additional membership investments.

The North of Boston Convention & Visitors Bureau (NBCVB) offers a comprehensive a-la-carte membership structure that allows each organization to pick and choose from a wide variety of involvement pieces that are tailored to maximize your visibility and reach.

Please review the following options and select additional investments that will benefit your business.

\*NOTE: If you pay in full within 30 days, you will receive a 5% discount on the total package price.

This package option is only available once per year per organization.

Total		\$			
	Tickets to the Luncheons	tickets x \$20	\$		
•	ncheons Held every other month at different member locations. E-mail notifications are sent to		•		
	Additional tickets to the Summit	tickets x \$75	\$		
	Tabletop Sponsor (includes 2 complimentary tickets)	₽-14- · . <b>↑</b> 75	\$300		
	Session Sponsor (includes 2 complimentary tickets)		\$450		
	Lead Sponsor (includes 4 complimentary tickets)		\$1,250		
	Summit Held in late January or early February. 2021 Summit: January 28, 2022		<b>4. 4. 4.</b>		
	• • • • • • • • • • • • • • • • • • • •				
	Additional tickets to the Dinner	tickets x \$50	\$		
	Presenting Sponsor (includes 2 complimentary tickets)		\$250		
	Title Sponsor (includes 4 complimentary tickets)		\$500		
<b>Annual Meeting</b>	& Awards Dinner Held November 4, 2021				
	Enhanced Listing		<b>Φ400</b>		
	1/4 page		\$750 \$400		
	1/2 Page		\$1,400		
	Full Page		\$2,600		
	Inside Front Cover		\$4,500		
	Back Cover Page		\$4,500		
	Two-page Spread		\$5,000		
Typically, sold from	n August through December				
<b>Annual Visitors</b>	Guide (125,000 copies to attract leisure market & group/meetings/event markets - onlin	e as digital flipb	ook)		
	Outdoor Kiosk (91" wide by 15" high) *Includes single brochure - \$200 VALUE		\$1,500		
	Backlit Display (78" wide by 12" high) *Includes single brochure - \$200 VALUE		\$1,200 \$4,500		
	Custom large display (inquire for exact pricing) *Includes single brochure - \$200 VALUE	\$	1,000 +		
		\$800			
	<ul> <li>Sm. Poster Display (24" by 24" - square) *Includes single brochure - \$200 VALUE</li> <li>Lg. Poster Display (24" wide by 36" high - vertical) *Includes single brochure - \$200 VALUE</li> </ul>				
	Top Picks (premier placement in the visitor center)		\$400 \$600		
	Single brochure		\$200		
maria miles visi	itor Center (more than 350,000 visitors annually) Annual Enrollment accepted any time				

## Receive a 5% discount if paid in full within 30 days

Cooperative Advertising Opportunities are presented throughout the year. Here are **some** examples of what has been offered in past years. Please plan your budgets accordingly, so you can take advantage of this highly discounted exposure for your business.

boston.com e-blasts (year round) - \$375	Southern New England Weddings (fall) - \$350
Yankee Magazine (year round)- \$500	East Coast Traveler Canada (Dec.) - \$375
Ontario Motorcoach (summer) - \$375	Boston Spirit Magazine (LGBT year round) - \$375
NBCVB e-blasts (year round) - \$200	American Bus Association Resource Guide - \$525



## **Membership Enrollment Form**

P.O. Box 5193 | I-95 Southbound, Exit 60 | Salisbury, MA 01952 T: 978-465-6555 | F: 978-465-6999 www.northofboston.org

Please reference Membership Investment Fee Structure.

	Category:	Annual Fe	e:\$					
		BUSINESS INFO	<b>.</b>					
Business Name								
Address:		City:		State:	Zip:			
Telephone:		Email:						
Website:								
		MAIN CONTACT	•					
Name:		Title: _			····			
Address:		City:		State:	Zip:			
Telephone:		Email:						
BILLING CONTACT								
Name:		Title: _						
Address:		City:		State:	Zip:			
Telephone:		Email:			· · · · · · · · · · · · · · · · · · ·			
ADDITIONAL CONTACTS								
Name:	Title: _		Email:					
Name:	Title: _		Email:					
Name:	Title: _		Email:					
Name:	Title: _		Email:					
MEMBERSHIP PAYMENT								
Membership An	nual Fee: \$ Addit	ional Marketing Invest	ments: \$	ТОТА	L: \$			
Payment Metho	d: Check payable to North	of Boston CVB	Credit Card (\	/isa, Mastercard	, Amex)			
Card #:			E	xp:				
Billing Address:			C	VV:				
Authorized signa	ature:		D	ate:	····			
1								