

# Santa Ynez Valley Visitors Association

In the Heart of Santa Barbara's Wine Country

◆ Ballard ◆ Buellton ◆ Los Alamos ◆ Los Olivos ◆ Santa Ynez ◆ Solvang

## **WHY JOIN? SYVVA MEMBERSHIP BENEFITS**

### **Dynamic Leadership**

- ◆ Active Board of Directors represents tourism businesses through out the entire Valley
- ◆ Marketing committee of members that guides the organization's strategies and activities
- ◆ Media Relations/Publicist retained since 1/1/06 (Laura Kath, Mariah Marketing) represents all members to media, responds to requests; conducts site visits/FAMs; all media releases, distributes *E-scapes*

### **Participating In [www.SYVVA.com](http://www.SYVVA.com)**

- ◆ Interactive, searchable website attracting an average 7,700 monthly unique visitors
- ◆ Expanded boldfaced web listing exclusively for members, including a 50 word description (General Members only.)
- ◆ 10 Key words listed in a searchable website data base. (General Members only.)
- ◆ Members only opportunity to purchase website banner ads

### **Annual Visitors Guide**

- ◆ Member mentions in 44-page full-color magazine style publication in partnership with Solvang Convention & Visitors Bureau—80,000 printed per year; distributed to all requests, at trade/travel shows, Visitor Centers (General members only.)
- ◆ Interactive, online version of Annual Visitors Guide with option for business advertising/links
- ◆ Members only discounted Annual Visitor's Guide advertising rates.
- ◆ 50 free copies exclusively for members; purchase extra copies for only \$1.00 each

### **Advertising Opportunities**

- ◆ Print campaigns in *Sunset*, *Westways*, *California Travel Guide*
- ◆ Co-ops campaigns in Ventura County Star and other publications at reduced rates
- ◆ KSYV-FM event calendar sponsorship opportunities to showcase your business

### **Travel Shows**

- ◆ Options to participate at reduced rates in SYVVA booths at *Los Angeles Times* Travel Show, *Orange County Register* Travel Show, *Sunset Magazine* Weekend
- ◆ Preferred rates at annual SYVVA business & Tourism Expo every Spring

### **E-scapes Newsletter**

- ◆ An electronic SYVVA newsletter published quarterly about Valley events/members with a circulation of over 2,000 opt-in individuals and 150 media contacts.
- ◆ Preferential opportunity to announce special offers/events in E-scapes Newsletter

### **Annual SYVVA Business & Tourism Expo**

- ◆ Member priority for booth space at preferred rates; attracting 200+ attendees each year

### **Networking/Professional Contacts**

- ◆ Free admission to four general meetings and two mixers every year

**To discover more about membership and benefits, contact:**

**[admin@syvva.com](mailto:admin@syvva.com) or 1-800-742-2843 or visit [www.SYVVA.com](http://www.SYVVA.com)**