



FORT WORTH
Convention & Visitors Bureau

ADVANCE FORT WORTH
Community Partnership Program

Cowboys. Culture. **Community.**

FORTWORTH.COM/PARTNERS

PARTNER. Fort Worth hosts over 6.5 million visitors each year. Everyone in Fort Worth benefits from the tax revenues generated by our visitors, which help pay for our parks, law enforcement, fire safety, road improvements and many other valuable community services. Everyday, an ever-increasing number of cities are competing for invaluable meeting and tourism industry dollars. The Fort Worth Convention & Visitors Bureau, a 501 c 6 nonprofit organization, is partnering with a select group of companies and organizations to join them in marketing our city as a premiere business and leisure destination.

PROMOTE. The Fort Worth Convention & Visitors Bureau drives Fort Worth's hospitality industry, and enriches the community's overall quality of life. Join with us to provide robust business development and exceptional exposure opportunities for your company. Partnerships allow the Bureau to expand existing marketing and promotional efforts that will ensure Fort Worth is competitive with other travel destinations across the globe.

PROFIT. Create and maintain relationships across the city. By aligning your company with our mission, you will gain access to Fort Worth's \$1.6 billion tourism industry. You will also receive valuable recognition as a key community partner that helps promote our city to the world.

We invite you to help us Advance Fort Worth by becoming a **PARTNER** today. Together we can increase our impact, increase your visibility and expand the economy of Fort Worth's \$1.6 billion local tourism industry.

Visitors to Fort Worth enhance our quality of life and our economy. Thank you for your support in sharing the Fort Worth experience with the world.

**The Power of
Leisure and
Business Visitors**

6.5 Million

Visitors Each Year

\$1.6 Billion

Annual Economic Impact

14,000+

Hospitality and Tourism Jobs

\$840

Annual Savings to Each
Fort Worth Household

\$130

Average Daily Spending into
the Local Economy by Each Visitor



Photo by Jennifer McNeil Baker



Partnership Levels

Tourism Marketing Partner \$250/year

- One customizable business listing on FortWorth.com including links to your business website, social media channels and Yelp reviews
 - Opportunities to list your special offers or discounts on the FortWorth.com deals page
-

Convention Marketing Partner \$450/year

- All Tourism Marketing Partner benefits
- Access to our convention calendar and newly booked meetings report
- One (1) additional customizable business listing on FortWorth.com
- Invitations to attend exclusive FWCVB partner events

Premier Business Partner

\$2,000/year

- All Tourism Marketing Partner and Convention Marketing Partner benefits
- One (1) featured business listing on FortWorth.com with top of page placement within your business category
- Recognition as a Premier Business Partner in appreciation advertising, annual report and annual destination guide
- Annual opportunity to present your business at a scheduled FWCVB sales and services staff meeting
- Access to the FWCVB's local and trade media database allowing you to connect and pitch our pre-qualified list of journalists
- Access to the FWCVB's research and analysis reports with exclusive information on visitor spending, trends, demographics and more
- Access to the FWCVB's photography and video catalogue
- Two (2) tickets to attend the FWCVB Annual Business Meeting

Premier Business Partners as of March 1, 2016

Briggs
Freeman

Sotheby's
INTERNATIONAL REALTY



Cantina **LAREDO.**
gourmet mexican food



CookChildren's

Del Frisco's
DOUBLE EAGLE STEAK HOUSE

Eddie V's
PRIME SEAFOOD



Champion Business Partner

Please Inquire for Pricing Details

- As the FWCVB's strongest supporters, Champion Business Partners play an integral role in our efforts to inspire visitors to choose Fort Worth and in turn enhance the quality of life in our city
- Champion Business Partners are provided a custom set of benefits based on individual business goals
- Champion Business Partners receive all benefits offered to Premier Business Partners
- Recognition of your organization as a Champion Business Partner in the FWCVB annual report, annual business meeting, appreciation advertising and annual destination guide

Champion Business Partners as of March 1, 2016

www.shopautobahn.com

BNSFSM
RAILWAY

Ben Hogan
GOLF EQUIPMENT COMPANY

DFW

JS  **AV**
J&S Audio Visual

Justin[®]
BOOTS

Pinnacle  **Bank**
THE WAY BANKING SHOULD BE

Roadrunner
C H A R T E R S

STOCKYARDS

RODEO



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Partnership Form

YES, our company would like to become an Advance Fort Worth partner, and we look forward to benefiting from this unique partnership opportunity. (See previous pages for benefits to these levels.)

Tourism Marketing Partner (\$250 annually)

Convention Marketing Partner (\$450 annually)

Premier Business Partner (\$2,000 annually)

Champion (\$ _____ annually)
(specify amount)

Contact Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Authorized Signature: _____ Date: _____

Company name as you want it to appear on promotional materials: _____

Website Address: _____

THANK YOU FOR PARTNERING WITH US TO **ADVANCE FORT WORTH**

Contact for more information:

Matt Clement

MattClement@FortWorth.com

817.698.7836

Cissy Nixon

CissyNixon@FortWorth.com

817.698.7844

FORTWORTH.COM/PARTNERS

Payment due 30 days after form received. Please return this form to CissyNixon@FortWorth.com