

# TRAVEL COUNCIL INVESTMENT BENEFIT LEVELS

## BRONZE LEVEL

- A **40-word description** with hyperlink to the investor's website on ExploreCharleston.com
- Access to the confidential CACVB **Sales Department** meeting, convention, motor coach, reunion and wedding group **business leads**
- Daily **direct referral service** provided by Visitor Inquiry Service (VIS) operators through the CACVB's published 800-telephone numbers
- Privilege to **sell tickets** at CACVB's five visitor centers
- Privilege to **sell same day hotel reservations** through Lowcountry Reservation Service (LRS)
- Complimentary **brochure display service** at each of the five visitor centers operated by the CACVB
- Monthly networking opportunities with local tourism industry leaders at **Travel Council meetings**, which occur at 4 p.m. on the second Tuesday of most months
- Exclusive access to CACVB **direct target marketing services** including regional and national co-op advertising opportunities, the brochure mailing service and visitor inquiry service
- **Opportunity to advertise** in CACVB publications and websites, including the *Official Charleston Area Visitors Guide*, the *Official Charleston Area Wedding Guide*, the *Destination Planning Guide* and the *Official Charleston Area Golf Guide*

## SILVER LEVEL (all of the Bronze Level benefits plus...)

- Access to confidential **media leads** qualified by the CACVB communications & media relations department
- Opportunity to accommodate **visiting media**
- Investor **press release** postings on the CACVB website
- Inclusion in approximately 600 CACVB **media press kits (annually)**
- Inclusion in Director of Sales discussions of **tradeshows, sales blitzes & dedicated sales forecasts** for investor accommodations

## GOLD LEVEL (all of the Bronze & Silver level benefits plus...)

- Complimentary **40-word description** in the 600,000+ annual print run of the *Official Charleston Area Visitors Guide*, the CACVB's primary inquiry response piece
- Opportunity to bid on premium **ad positions** within the *Official Charleston Area Visitors Guide*

## TRAVEL COUNCIL STAFF DIRECTORY

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