

Prince William County/Manassas Convention & Visitors Bureau

MENU OF SPONSORSHIPS

Each year, the Prince William County/Manassas Convention and Visitors Bureau (CVB) hosts various events that require sponsorships. Whether they are in-kind or monetary, the Prince William County/Manassas CVB would like to involve the business/hospitality industry. These partnerships help to make each and every event successful. With the ultimate goal of building brand awareness of the community and the businesses that support it, the CVB is dedicated to providing sponsorship opportunities that are equally beneficial to its partners. The following is a listing of planned events for 2007-2008. Please contact the CVB with any questions.

APPETIZERS

ON-LINE CONTESTS

As a continuing effort to showcase the county and all that it has to offer, the CVB hosts an on-line contest in the winter and spring. Individuals who visit the website, www.visitpwc.com are encouraged to sign up to win a 2-night/3-day stay in Prince William County. Typically, the CVB offers a complimentary hotel stay, dinner for one night, an event during the day and various coupons for local discounts. Each package is valid for one year from the end of the contest, in order to accommodate guests.

In-kind Sponsorship Opportunity:

- Hotel Stay
- Restaurant Voucher
- Activity
- Car Rental

Sponsorship Benefits:

- Logo on www.visitpwc.com/contests for duration of contest

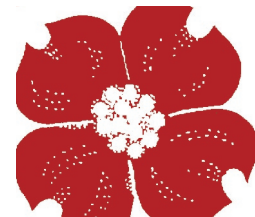
MILITARY APPRECIATION GET AWAY

This on-line contest is created to show appreciation for active military personnel or dependents of active military personnel while promoting Prince William County as a tourist destination. To ensure qualified winner, contest participants must show proof of military status prior to their Prince William County visit in order to receive prizes.

Sponsorship Opportunities:

- Complimentary two-night stay
- Complimentary meal certificates (4)
- Complimentary attraction passes (4)

Each prize must be valid for at least one calendar year from the end of the contest.



VIP PASSPORT PROGRAM

In an effort to increase awareness, traffic and revenue to each participating establishment, the Prince William County/Manassas Convention and Visitors Bureau would like industry partners to participate in our VIP Passport program. This program, which will run bi-annually (April – October and October – April) is designed to encourage visitors and residents to take advantage of our area promotions and discounts at accommodations, restaurants, attractions and retailers, because Prince William County/Manassas is an excellent place to stay, eat and play.

Participating partners will offer discounts, special offers, preferred treatment or promotions to customers coming to their establishment. The offer will be valid throughout the year (indicating blackouts). It is recommended that buy one get one free type promotions or percentage discounts are provided. Partners will place a special stamp on their respective promotion on the pass presented by the customer.

Sponsorship Opportunities:

- While this offer is free to all of our area partners we ask that you offer at least *two complimentary* items to be used for the grand prize of this program.
- Discount coupons

Sponsorship Benefits:

- On-line coupon to appear on www.visitpwc.com
- Logo inclusion on website

To ensure your participation in the summer VIP Passport program, the CVB must receive the signed contact no later than March 1, and September 1, 2008 for the winter VIP Passport program.

BUFFETT

TOURISM WEEK

A yearly, national event that takes place the second week of May. The 25th Annual National Tourism Week (NTW), scheduled May 10-18, 2008, is sponsored by the Travel Industry Association of America (TIA) and commemorated by states, cities and organizations across the nation. The goal of NTW is to highlight the powerful economic, social and cultural impacts of travel through events and celebrations. A large sponsorship package is available for the entire week or smaller ones for individually scheduled events. Visibility for the entire week based on 2007 numbers was approximately 2500 people. Tourism Week will be held May 10-18, 2008.

Sponsorship Benefits:

- Name on all event collateral
- Full-page story in special Tourism Week Newsletter (distribution 750)
- Banner ad with link on www.visitpwc.com/tourismweek page of website for the month of May
- Inclusion in all press materials and releases pertaining to tourism week
- Opportunity to address individuals at the Volunteer Luncheon and State of Tourism Breakfast
- Press release about sponsorship
- Wrap-up report

Cost to Host Entire Week of Events: \$8,500

Due Date For Inclusion: March 2008

HOTEL VISITS

Each year the CVB visits every hotel in the county to presents gifts to the front desk staff, to show appreciation for their service to guests. They are the usually the first point-of-contact for visitors and often one of the reasons a visitor may return. The CVB incorporates a theme for the gifts each year. This past year, staff was presented with CVB T-shirts in plastic popcorn boxes with a bag of popcorn. Two (2) gifts are delivered to each hotel. The CVB is looking for restaurant vouchers, movie tickets, movie rentals or discount coupons. While providing 80 vouchers or tickets may be too much, the CVB asks that donations are in increments of 5-10.

Sponsorship Opportunities

- Restaurant Vouchers
- Movie Rental Coupons
- Discount Coupons
- Movie tickets



VOLUNTEER LUNCHEON

Each year, the CVB honors its local tourism volunteers with a luncheon. With more than 100 volunteers, community officials and hospitality industry, this luncheon is a way of saying thank you to the volunteers who work at area attractions, museums, golf courses and parks. This is a great venue to show dedication to Prince William County/Manassas and the volunteers who dedicate their time and effort to making sure tourists return. The tentative date for this year's luncheon is May 14th, 2008.

Sponsorship Benefits:

- Name on invitation/program
- Logo on www.visitpwc.com/tourismweek
- 1/4 page ad in Tourism Week Newsletter
- Press release about sponsorship

Individual Cost to Host Event: \$3,000

KICK-OFF EVENT

The CVB would like to jointly create an event that would play host to the CVB Board of Directors, BOCS, sponsors of various events throughout the year and upper level management of various hospitality partners. This event would be held on either a Thursday or Friday prior to the start of Tourism Week and preferably as an evening function.

Sponsorship Benefits:

- Name on invitation
- Logo on www.visitpwc.com/tourismweek
- Press release about sponsorship
- Inclusion in newsletter
- Option to address the crowd
- Wrap-up report

Individual Cost to Host Event \$1,500

STATE OF TOURISM BREAKFAST

This year, the CVB would like to work with a business in hosting a State of Tourism Breakfast. This breakfast would allow individuals to hear from various experts in the hospitality industry, the CVB Board of Directors and the Board of County Supervisors on the state of tourism and how it directly impacts Prince William County. There would be a Q&A session as well as a roundtable discussion. The date for this event is TBD. The expected number of individuals invited to attend this breakfast would be 100-150.

Sponsorship Benefits:

- Name on invitation/program
- Logo on www.visitpwc.com/tourismweek
- Press release about sponsorship
- Inclusion in newsletter
- Option to address the crowd
- Wrap-up report

Individual Cost to Host Event: \$500

BUFFET

WELCOME CENTER COFFEE BREAK

The Prince William County/Manassas CVB will provide coffee to visitors to the Welcome Center in Manassas on the I-66 corridor, and the Tourist Information Center in Occoquan, from 11:00 am – 1:00 pm on Sunday, May 10th, 2008. In addition, visitors would be provided with items that will help to ease the remainder of their trip (i.e. soothing music, a crossword puzzle book, crayons for the kids, a map, etc.)

Sponsorship Benefits:

- Name on invitation/program
- Logo on www.visitpwc.com/tourismweek
- Press release about sponsorship

Individual Cost to Host Event: In-Kind



