

The LPCCVB Invites Your Participation

The support of our community partners and sponsors is vital to the LPCCVB in particular and to the hospitality industry in general. You have big dreams for LaPorte County and so do we. Together, we can make them come true. We welcome your participation to help us achieve our goals – more visitors, a strong county image/perception and a quality visitor experience.

We are pleased to present you opportunities that connect you to the visitors, meeting planners and other local tourism advocates. Some of the benefits and services include:

We're in this together!

Organizations often turn to us as the tourism professionals for help in marketing their attraction, promoting an event or distributing their brochures. Most often they are looking for a way to get a visitor to come to Northern Indiana, and that's our goal too.

How do you get started? Become a Partner.

As a Community Partner of the La Porte County Convention and Visitors Bureau you'll have access to a staff of tourism specialists who will provide valuable services to assist your business and the visitor to our county.

The Bureau's primary tool to deliver accurate, comprehensive information to our visitor and potential visitors is the **Website and Sponsorships**.

Website partners can take advantage of this website by providing us with the vital information about your visitor appropriate business or organization; provide listing text describing your business or organization and a digital picture. All of this information is placed on our website with a link to yours. www.michigancitylaporte.com

Sponsorship is becoming a preferred method of marketing, and due to its success for each party, it is growing rapidly every year. Businesses are wisely opening up their pocketbooks for sponsorship because today's world likes innovative, emotional connections in marketing.

There are several events and opportunities – including many new opportunities - in 2011 that your business can sponsor.

- **The Visitors Center-** Located at the crossroads of US Hwy 421 and US Hwy 20, Marquette Mall at 4073 S Franklin Street in Michigan City, the Center is open daily M-F 8:30am-4:30pm, weekends 10am-4pm. Inside you'll find assistance from a knowledgeable tourism staff, brochure racks, and bulletin boards to promote your event, an art gallery and a gift shop featuring local items for sale. This is also the Bureau's corporate office.

Your FREE Community Partner benefits and how you can use them?

- www.michigancitylaporte.com- Our web site is a dynamic resource that visitors, meeting planners and the media utilize to research destinations, activities and events. It contains information on all of the services, attractions, dining, lodging and shopping available in LaPorte County. It is also a great place to promote your tourist packages. As a Partner, your business or organization will receive a listing and photo on our site, link to your web site's home page and we'll provide you with a website activity report for your listing.
- **Press releases and email blasts-** Need to promote an event or let the county know you're offering a new service? All we need to know from you is the particulars of your event and the Bureau will send it out to our extensive list in the form of an e-blast or we will write your press release and then distribute it to our media list. If there is a special interest group, e.g. trade publications, just provide their email addresses and we can include it in our press release distribution. Your press release will also be published on our website. Providing digital images is a plus.
- **Brochure Placement and Distribution-** Our distribution department will deliver your brochures throughout the county to our brochure racks, in the Visitors Center and where visitors are shopping, dining, playing and staying. We also can help you get your brochure distributed on interstates like I-94 and the I 80/90 toll road. Annually we need 2,000 brochures per partner.
- **Calendar of Events (COE) -** Published three times a year and distributed to over 45,000 visitors and residents. This brochure lists events and activities going on in the county. The COE is also what drives the website's calendar of events.
- **Idea & Information Exchange (I&I) -** I & I's are held the third Thursday of the month and hosted at various locations throughout the county. These forums allow partners to share news, events, and network, learn about Bureau offerings and tourism, develop travel packages with other partners and enjoy visiting other business.
- **R.O.S.E. Program-** Aimed at improving service to our guests the Recognition of Service Excellence is awarded to a business and/or their employee monthly.
- **Mailings-** Frequently we get requests by potential visitors and travel planners for Information of a specific kind and we are happy to include your information in our return packet. Also, we can save you money by allowing you to use our bulk mailing service.
- **The Daley News-** This bi-weekly newspaper column keeps you up-to-date on activities, events and tourism news.
- **Regional Partner Promotion-** Northern Indiana Tourism Development Commission (NITDC) is a regional partnership of 7 counties. NITDC works in cooperation with the other bureaus to provide integrated cooperative marketing and advertising programs to promote regional tourism. Community Partners are listed on their website: www.northernindianagetaways.com

- **Co-operative Advertising Opportunities-** As a community partner and through the Bureau you'll have the ability to purchase discounted national and regional advertising in newspapers and magazines
- **Trade Show Representation-** The Bureau regularly attends trade shows for the travel industry and provides community partners with leads generated at those shows.