## 2020 Member Benefits

<table>
<thead>
<tr>
<th>Level</th>
<th>Cornerstone</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Copper</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$9,000</td>
<td>$6,000</td>
<td>$3,000</td>
<td>$1,100</td>
<td>$650</td>
<td>$435</td>
<td>$325</td>
</tr>
<tr>
<td>Feature Video: Story of the business, culture and community involvement</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Complimentary seat per year in any one Vail Valley Works program</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Dedicated e-newsletter blast per year</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Tickets to Annual Success Awards</td>
<td>4 Tix</td>
<td>2 Tix</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo &amp; link on VailOnSale.com email confirmations</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>2 Video Spotlights: 2 short spotlight stories a year</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo on storyboard signage in VVP office</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Sponsorship of a nonprofit at Silver Level</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition in every VVP e-newsletter footer</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition in VVP’s Annual Report</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Inclusion on digital signage at all WP events</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Tickets to 4 Business Forum Events</td>
<td>4 Tix</td>
<td>2 Tix</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

**Bronze membership for associated businesses**

- **Every Business**
  - Unlimited
  - Quarterly
  - Bi-Annual
  - Once

- **Base**
  - $325

**Lodging Member Benefits: access to VailOnSale.com, member LOA pricing, Group Leads**

- **Every Business**
  - Unlimited

- **Gold**
  - Unlimited

- **Silver**
  - Quarterly

- **Copper**
  - Once

**Member Minute Video: 1-2 minute video for business directory, newsletter & social**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Access to opt-in leads list from VisitVailValle.com**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Receive featured placement in the e-newsletter**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Host After Hours Mixer**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Featured online listing in business directory w/ logo**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Printed member mailing labels**

- **Every Business**
  - Unlimited

- **Gold**
  - Unlimited

- **Silver**
  - Quarterly

- **Copper**
  - Bi-Annual

- **Base**
  - Once

**Join a Leads Group on a space available basis**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Featured in Powered by Partnership video or Story of the Month**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Ability to reserve VVP Conference Room**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Promotion on social channels**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Access to Merchant Ski Pass, Certified Vendor & One Valley Healthcare Programs**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

- **Copper**
  - ✔️

- **Base**
  - ✔️

**Host a Hospitality Day or Big Picture Breakfast**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Ability to offer a Member Savings Program**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Ability to promote in e-newsletter**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Online listing in business directory**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Attend Networking & Educational events**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Post to online events calendar, job listings & newsroom**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Access to Member Savings Programs**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

**Member pricing for events & programs**

- **Every Business**
  - ✔️

- **Gold**
  - ✔️

- **Silver**
  - ✔️

- **Copper**
  - ✔️

- **Base**
  - ✔️

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*Additional qualifications required*
### DESCRIPTION OF BENEFITS

#### Networking & Educational Events

Vail Valley Works is the premier local program for establishing, training, and supporting a network of aware and knowledgeable citizens ready to take on the challenges of an ever-changing community. It will begin with a firm commitment to seriously analyze its challenges and to identify, educate, train, and support a team of community leaders.

#### Leads Group

The mission of the Leads Group is to pass along qualified business referrals, motivate professional growth, provide information on business community, and generally promote the products and services represented by those in the group. There are no 2 similar business industries in any group so that there are no competing businesses.

#### Member Savings Programs

Members receive preferred pricing on various services and supplies including Office Depot, Colorado Mountain College, Actively Green Certification, and more.

*Available to all employees of member businesses*

#### Certified Vendor Program

We educate local vendors on our LQA standards for product and furnishing quality. With this certification, vendors are equipped to assist property owners when upgrading their rental properties to obtain a higher LQA rating.

#### Opt-in Leads Lists for Silver Level+ Members

Silver Level+ members in relevant sectors can access contact information from visitors who opt-in to receive info for: Lodging, Activities, Dining, Equipment Rentals, Health & Wellness, Real Estate, and Transportation.

#### Online Business Listing

Alphabetical listing in the industry page. Business name, phone #, address, contact name, weblink, description of business

Featured - Priority listing with logo at the top of the industry page.

#### E-Newsletter

The VVP sends out a weekly e-newsletter every Wednesday. Copper & Bronze level members are eligible for a square ad on a space available basis. Silver & Gold level members are able to reserve up to 10 spaces a year for a full-sized ad. Platinum & Cornerstone level members are able to reserve up to 2 full-sized spaces a month for the year.

#### Feature Video, Spotlight Video and Member Minute

**Feature Video:** A 4-7 minute video with the opportunity to have an in-depth showcase of a business and their staff. Focused on storytelling, viewers will get a chance to see business operations throughout the year, meet their staff and learn about their involvement in the community and why they chose to live and work in the Vail Valley.

**Video Spotlight:** A 2-4 minute video featuring a member and their staff. Consists of filming for 2-4 hours with an interview/testimonial and edited video shots to shine light on an event, program, or organization.

**Member Minute Video:** The Member Minute Video gives an organization the chance to introduce their organization with a seamless, start-to-finish video clip that can live on your directory and played throughout other VVP channels.

*All videos will be shared on social media through Visit Vail Valley and Vail Valley Partnership, as well as provided to the member for their use.*

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To learn more about becoming a member, contact our Director of Membership Maren Cerimele, at 970-477-4001 or email at maren@vailvalleypartnership.com.