

2021 Member Benefits

	CORNERSTONE \$9,000		PLATINUM \$6,000		GOLD \$3,000		SILVER \$1,100		BRONZE \$650		COPPER \$435		BASE \$325
1 Feature Video: Story of the business, culture and community involvement	✓		✓		✓		✓		✓		✓		✓
1 Complimentary seat per year in any one Vail Valley Works program	✓		✓		✓		✓		✓		✓		✓
1 Dedicated e-newsletter blast per year	✓		✓		✓		✓		✓		✓		✓
1 custom benefit on VVP Connect – an online community platform	✓		✓		✓		✓		✓		✓		✓
Complimentary access to any ticketed VVP event	4 Tix		2 Tix		✓		✓		✓		✓		✓
2 Business spotlight interviews via video & podcast	✓		✓		✓		✓		✓		✓		✓
Business recognition: VVP e-news, digital signage, logo in office & annual report	✓		✓		✓		✓		✓		✓		✓
Sponsorship of a nonprofit at Silver Level	✓		✓		✓		✓		✓		✓		✓
Bronze membership for associated businesses	Every Business		Every Business		Every Business		Every Business		Every Business		Every Business		Every Business
1 Business spotlight interview via video & podcast	✓		✓		✓		✓		✓		✓		✓
Early access to Vail Valley Works professional development courses	✓		✓		✓		✓		✓		✓		✓
Featured spotlight on VisitVailValley.com home page	✓		✓		✓		✓		✓		✓		✓
Option to join Vail Valley Works steering committee	✓		✓		✓		✓		✓		✓		✓
Lodging Member Benefits: access to VailonSale.com, member LQA pricing, Group Sales	✓		✓		✓		✓		✓		✓		✓
Member Minute Video: 1-2 minute video for business directory, newsletter & social	✓		✓		✓		✓		✓		✓		✓
Access to opt-in leads list from VisitVailValley.com	✓		✓		✓		✓		✓		✓		✓
Receive featured placement in the e-newsletter	✓		✓		✓		✓		✓		✓		✓
Instagram takeover for @VisitVailValley or @VailValleyPartnership	✓		✓		✓		✓		✓		✓		✓
Host After Hours Mixer	✓		✓		✓		✓		✓		✓		✓
Featured online listing in business directory w/ logo	✓		✓		✓		✓		✓		✓		✓
Printed member mailing labels	Unlimited		Unlimited		Quarterly		Bi-Annual		Once		Once		Once
Co-host sponsored podcast	Bi-Annual		Bi-Annual		Bi-Annual		Once		Once		Once		Once
Join a Leads Group on a space available basis	✓		✓		✓		✓		✓		✓		✓
Featured "Story of the Month"	✓		✓		✓		✓		✓		✓		✓
Ability to reserve VVP Conference Room	✓		✓		✓		✓		✓		✓		✓
Promotion on social channels: Facebook, Instagram	✓		✓		✓		✓		✓		✓		✓
* Access to Merchant Ski Pass, Certified Vendor & One Valley Healthcare Programs	✓		✓		✓		✓		✓		✓		✓
Host a Hospitality Day or The Inside Edge event	✓		✓		✓		✓		✓		✓		✓
Ability to offer a Member Savings Program	✓		✓		✓		✓		✓		✓		✓
Ability to promote in e-newsletter	10 Spots		10 Spots		10 Spots		10 Spots		6 Spots		4 Spots		10 Spots
Post to online events calendar, newsroom, job listings & business directory	✓		✓		✓		✓		✓		✓		✓
Attend Networking & Educational events	✓		✓		✓		✓		✓		✓		✓
NEW! Access to VVP Connect – an online community platform	✓		✓		✓		✓		✓		✓		✓
Access to Member Savings Programs & Vail Valley Works courses	✓		✓		✓		✓		✓		✓		✓
Member Pricing for Visit Vail Valley Visitor Marketing Package	✓		✓		✓		✓		✓		✓		✓

+ All subsidiary businesses are \$415 (for same membership level as main business)

+ 501c3 Nonprofits receive 40% off membership rates (available for only Copper, Bronze and Silver Levels)

+ Any membership level can sponsor a 501c3 nonprofit for \$395 (Nonprofit will receive Bronze Level benefits)

+ Community Memberships Available

+ Investor Memberships Available (Customizable benefits available)

Memberships valid for calendar year. Monthly payment options available. For more information, please visit: VailValleyPartnership.com/join

* Additional qualifications required

Lodging property units >>

UNITS: 150+

UNITS: 100-149

UNITS: 50-99

UNITS: < 50

DESCRIPTION OF BENEFITS

 Networking & Educational Events

 Access

 Marketing

- Vail Valley Works

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.

- Networking & Educational Events

Whether you're interested in formal or informal networking, the VVP has something for everyone such as After-Hours Mixers, Big Picture Breakfasts, and Hospitality Days.

** Available to all employees of member businesses*

- 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: Activities & Entertainment, Dining, Equipment Rentals, Lodging Specials, Retail, Spas & Fitness

- Online Business Listing

Alphabetical listing in the industry page. Business name, contact information, weblink, description of business, social media links
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+ level members receive 2 full-sized spaces a month. Cornerstone members receive one e-blast per 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, learn about their involvement in the community and work culture.

Video Spotlight: A 2-4 minute video interview and behind the scenes of an organization. This type of video is great to spotlight an event, program, or organization. Audio is used for The Partnership Podcast.

Member Minute Video: The Member Minute Video gives an organization the chance to introduce their organization with a Q&A session and a few video clips of the organization. This 1-2 minute video lives on your directory and played throughout other VVP channels.

- *NEW!* - VVP Connect: Online Community Platform

VVP Connect is an online community platform for Vail Valley Partnership members. Get access to business resources from the resource library, join discussion groups and task forces, and connect with your business community.

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