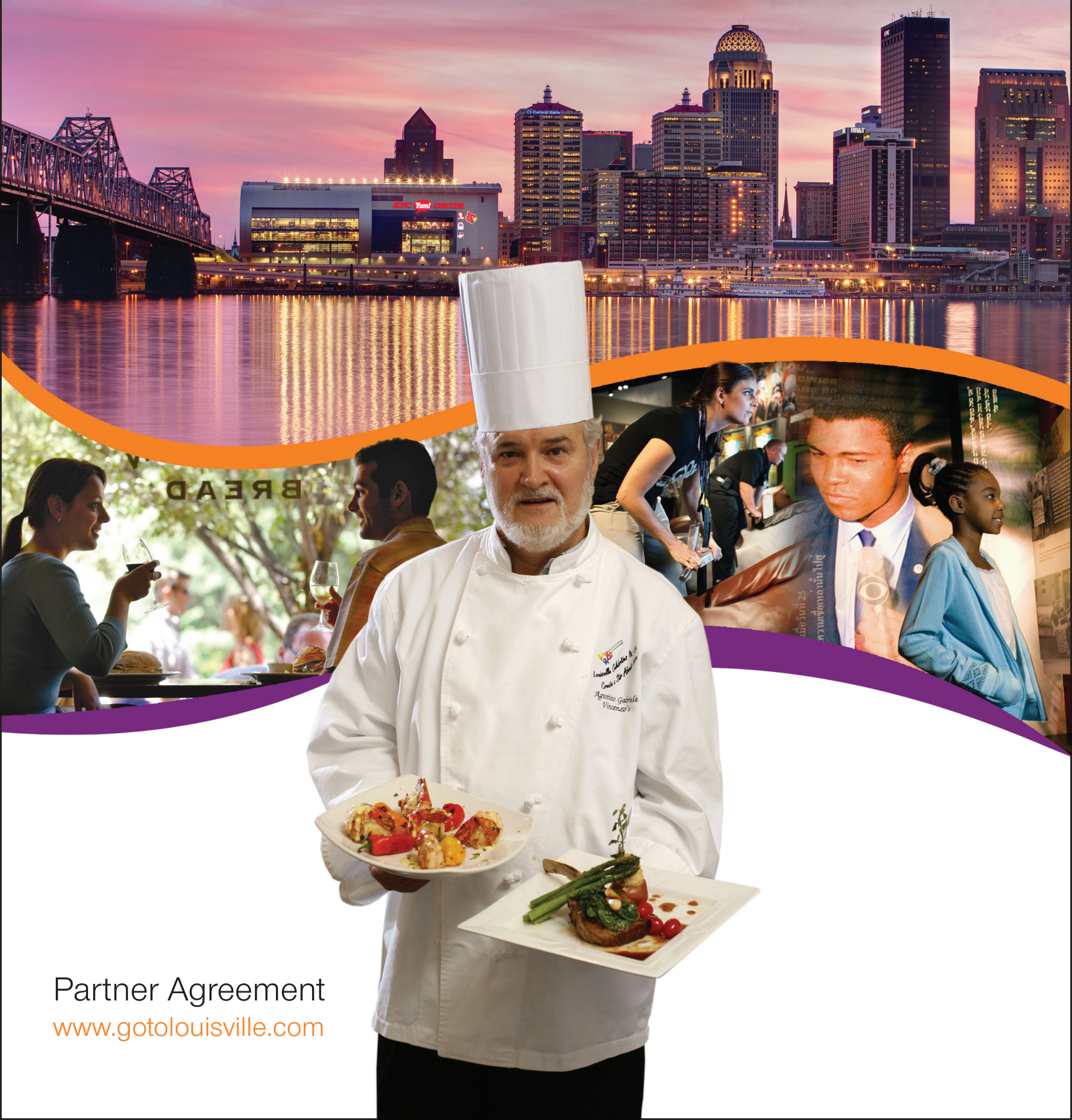


Louisville

CONVENTION & VISITORS BUREAU



Partner Agreement
www.gotolouisville.com

Louisville

CONVENTION & VISITORS BUREAU

www.gotolouisville.com

Get noticed. Over a million visitors come to Louisville each year. And while here, they contribute over \$1.7 billion dollars in visitor expenditures to our city's economy. Partnership with the Louisville Convention & Visitors Bureau gains you immediate access to directly reach the visitor market and begin tapping into this lucrative industry.

Get connected. Join more than 800 of our local partners – from tour guides, meeting planners and entertainers, to hotels, restaurants and florists – all local companies who welcome travelers and help attract tourism. **As a partner you have additional benefits to reach out to the visitor market by participating in partner-only opportunities.**



- **Confidential Convention Calendar:** you will receive password-protected online access to detailed contact information for conventions coming to Louisville so you can market your business directly to meeting planners.

- A descriptive listing, images, map, social media tabs, contact and web link to your website from **www.gotolouisville.com**, which gets approximately 166,150 visitors each month.

- A descriptive listing in both of our publications*, both in print and online. Publications include: *Official Visitors Guide for individual travelers* (150,000

printed annually), and the *Partner Directory: A Meeting Planners Guide for Vendors & Venues for meeting & event planners* (2,500 printed annually). Additional display advertising opportunities are also available.

- One of your brochures* distributed at our Visitor Information Center, located in the heart of downtown on Fourth & Jefferson.

- Referrals and bid opportunities from LCVB staff to meeting and event planners.

- Networking opportunities at regularly scheduled LCVB partner events where you can market your business to the local tourism industry.

- The city concierge staff at the Louisville Convention & Visitors Bureau provides tourism tips while recommending

our partner businesses to convention attendees.

- **“Show Us Your Badge or Room Key” Program:** Partners see an increase in traffic to their businesses through this successful program that allows attendees who show convention badges and visitors who show hotel keys to receive discounts on goods and services. Participating partners are featured on tailored web sites and in e-communications that are sent directly to planners and attendees.

- Opportunity to receive partner e-newsletters. Communications and additional promotional opportunities such as: Bureau Brief, Convention Alerts and the Information Booth Schedule for brochure distribution onsite at conventions and events.

**if applicable*



Partner Benefits

“Mark’s Feed Store has been a partner with the LCVB for many years now. We have greatly utilized their offered resources such as the VIB (Very Important Badge) Program, the concierge services, the partner showcase events, the use of the partner website to post special offerings and calendar events, etc. The LCVB always keeps us well informed of conventions which has been a great economic impact on our business. The LCVB staff is so great to work with and available to help our business in any way possible. The LCVB should be the #1 partner for every hospitality business.”

Mary Stebbins
Operations Manager
Mark’s Feed Store

Louisville

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www.gotolouisville.com



LCVB Mission

Who We Are. As a non-profit economic development agency, the Louisville Convention & Visitors Bureau is responsible for competitively marketing our city as a destination for conventions, tour groups and individual travelers. For every dollar of hotel bed tax the LCVB invests in tourism sales and marketing initiatives, the actual return on investment is \$23.86 of direct spending. That's money that creates jobs, increases your bottom line and makes Louisville a better place to live and visit.

We Work for You. At the Louisville Convention and Visitors Bureau, our teams work hard to find smart, innovative ways to market and sell Louisville to the nation and all around the world.

Convention Sales

Dedicated to generating meeting and convention business. The department works closely with the Kentucky Exposition Center, Kentucky International Convention Center, KFC Yum! Center, hotels and other partner meeting facilities.

Bureau Services

Acts as the liaison between meeting planners and the CVB, as well as venue and service provider partners during the planning stages of a meeting. As a result, they connect partners to visitors and meeting planners and provide leads and referrals. The team also includes the Convention Housing department.



Tourism Development & Visitors Services

Works with professional travel planners from around the world to increase leisure travel to Louisville. This department works closely with attractions, restaurants and our service partners. The Visitors Services team manages the Visitors Center in the heart of downtown Louisville and coordinates volunteer opportunities.

Media Relations

Increases the economic impact of tourism for the city by stimulating editorial media coverage and by strategically working across leisure, business, and convention and travel trade markets. The team is also responsible for web development, collateral materials, brand execution and strategy.

Partnership

Assists partner businesses in reaching and attracting the visitor market through concierge services, LCVB publications, www.gotolouisville.com, brochure distribution, creating partnerships between local businesses and meeting planners, networking through a host of signature events and opportunities.

“A Taste of Kentucky has been a partner of the Louisville Convention and Visitors Bureau for many years because they provide us with a wealth of information regarding groups and events that have a significant impact on Louisville business. It allows us to tailor our business and hours to best meet the needs of incoming organizations both large and small. We also receive information regarding trends in the travel industry and Louisville specifically that help us plan for the future.

Finally, the folks we work with at LCVB are genuinely interested in our mutual success and are always available to help in any way. We appreciate our partnership and their support is vital to our short and long term success.”

John Hassmann
Owner
A Taste of Kentucky



CONVENTION & VISITORS BUREAU

Fax this completed form to 502-814-2742 or
mail to: LCVB, Attn: Partnership Department,
One Riverfront Plaza, 410 West Main Street,
Suite 2300, Louisville, KY 40202



Partner Application

Business Information

Information listed below will be used in our publications and on www.gotolouisville.com

Company Name _____

Address _____

City _____ State _____ Zip _____

Website Address _____

Email _____

Phone _____ Fax _____

Toll-Free _____

Facebook URL: _____ Twitter URL: _____

YouTube URL: _____ Blog Address: _____

Billing Contact Name _____

Title _____

Address (if different from above) _____

City _____ State _____ Zip _____

Email _____

Phone _____ Fax _____

Cell Phone _____

Business Description (Please complete the following section, giving
a brief 30-word description of your business, product or service to help
us in the promotion of your company to meeting planners, the travel
trade, consumers, and fellow CVB partner. This description will appear
in Bureau publications):

Main Contact Name _____

Title _____

Address (if different) _____

City _____ State _____ Zip _____

Email _____

Phone _____ Fax _____

Cell Phone _____

Please fill in login information for the partner's only section of
www.gotolouisville.com

Username: _____ Password: _____

Minority Owned Business

Minority/Female Ownership Status (at least 51% minority-owned)
*if applicable

Designation ☐ African-American ☐ Asian ☐ Latino ☐ Native American
☐ Woman ☐ Other

Annual Partnership Dues

The annual dues for (Corporation Name) _____
will be: \$ _____

Payment method

Check or money order enclosed. Please make check payable to
"Louisville CVB"

Please charge the amount above to the credit card specified:

☐ Mastercard ☐ Visa ☐ American Express ☐ Discover

Card # _____

Expiration date _____ Security Code: _____

Name as it appears on card: (please print), _____

Authorized signature: (required) _____

I understand that my Partnership investment payments are payable annually in
advance, are non-refundable and must be paid in full to receive any Partnership
benefits. LCVB Partnership investment payments are not deductible as a chari-
table contribution but are deductible as an ordinary business expense. _____
(Initial here)

I understand that by providing the fax number and email address(es) of the com-
pany/organization specified on this application, I authorize and hereby consent for
the company/organization to receive faxes and emails sent by or on behalf of the
Louisville Convention & Visitors Bureau _____ (Initial here)



Accommodation Information

Number of Rooms:

Number of Suites:

Total (suites + rooms) =

How many are double rooms?

Amenities: *(check all that apply)*

- ☐ ADA Accessible Rooms
- ☐ Baggage Handling
- ☐ Business Center
- ☐ Business Support Services
- ☐ Childcare Referrals
- ☐ On-site Concierge
- ☐ Free continental breakfast
- ☐ Hair dryers
- ☐ Internet Connection
- ☐ Free Wi-Fi
- ☐ Iron/Ironing boards
- ☐ Jacuzzi Tubs
- ☐ Kitchens/Kitchenettes
- ☐ Laundry Facilities
- ☐ Meeting Facilities
- ☐ Mini-Bars
- ☐ Non-Smoking Bars
- ☐ Fitness Room
- ☐ Lounge/Bar
- ☐ Free Parking
- ☐ Pets Acceptable
- ☐ Restaurant
- ☐ Safe/Safety Deposit Box
- ☐ Shuttle Service
- ☐ Spa/Salon
- ☐ Valet Service

Restaurant Information

(check all that apply)

- ☐ Fine Dining (\$25+ per person)
- ☐ Upscale (\$20-25 per person)
- ☐ Upscale Casual (\$15-\$20 per person)
- ☐ Moderate (\$10-\$15)
- ☐ Economy (up to \$10)

Cuisine Type:

- ☐ American
- ☐ Asian
- ☐ Bakery
- ☐ Bar & Grill
- ☐ Barbecue
- ☐ Bistro
- ☐ Cajun/Creole
- ☐ Chinese
- ☐ Coffee & Tea
- ☐ Contemporary
- ☐ Continental
- ☐ Delicatessen
- ☐ Dessert Café
- ☐ Fast Food
- ☐ Family Dining
- ☐ Farm to Table
- ☐ Food Court
- ☐ French
- ☐ Gastropub
- ☐ Greek
- ☐ Ice Cream/Yogurt
- ☐ Irish
- ☐ Italian
- ☐ Japanese
- ☐ Kosher
- ☐ Mediterranean
- ☐ Mexican/Southwest
- ☐ Pizza
- ☐ Pub Food
- ☐ Sandwiches
- ☐ Seafood
- ☐ Soul Food
- ☐ Southern
- ☐ Spanish
- ☐ Sports Bar
- ☐ Steaks
- ☐ Sushi
- ☐ Thai
- ☐ Vietnamese
- ☐ Vegetarian
- ☐ Vegan

Amenities:

- ☐ Carry out
- ☐ Delivery
- ☐ Handicap
- ☐ Parking
- ☐ Patio
- ☐ Dining
- ☐ Child Menu
- ☐ Group Menu
- ☐ Available Motorcoach Parking
- ☐ Private Dining
- ☐ Open Table Reservations

Hours of Operation:

Total Seating Capacity: _____

Private Reception/Banquet Rooms:

☐ Yes ☐ No

Facility Buy out: ☐ Yes ☐ No

Number of Private Rooms:

Maximum number of Banquet:

Maximum buy-out for banquet:

Maximum number of reception:

Maximum buy-out for reception:

Maximum occupancy for classroom:

Maximum occupancy for theatre:

What Credit Cards do you accept?

- ☐ AmEx
- ☐ Diner's Club
- ☐ Discover
- ☐ MasterCard
- ☐ Visa

Group Tour *(check all that apply)*

- ☐ Motorcoach
- ☐ Parking Available
- ☐ Group Discounts
- ☐ Discount Driver/Escort
- ☐ Other Incentives