



**Cumbria Tourism**  
At the heart of our visitor economy

## PROFESSIONAL SERVICES PACKAGE

The Professional Services membership package provides you with the ideal opportunity to get your business in front of over 3,000 Cumbria Tourism members. Our members range from hotels, guesthouses, B&Bs, Visitor Attractions, Food and Drink venues, retail businesses and transport providers including guiding services.

Our members are always looking for great offers and fantastic deals to save them money and through the Professional Services package you can raise awareness with them about your day to day business activity and any special offers.

The membership fee is a one off fee per annum and amongst other benefits, includes free entry into the Business to Business Directory on Cumbria Tourism's corporate website (a one stop shop for the tourism industry in Cumbria). There are then plenty of opportunities at extremely affordable prices to promote your business further as you can see in this table.

<b>Activity/Opportunity</b>	<b>Inclusive in membership fee</b>		<b>Member rate</b>	<b>Non-member rate</b>
Receipt of Viewpoint	✓	4 per year	Basic	N/A
Attendance at Members meetings	✓	4 per year	Basic	N/A
Receipt of member emails	✓		Basic	N/A
Access to member benefits	✓		Basic	N/A
Access to the restricted members' area section on <a href="http://www.cumbriatourism.org">www.cumbriatourism.org</a>	✓		Basic	N/A
Business to Business Directory on <a href="http://www.cumbriatourism.org">www.cumbriatourism.org</a>	✓	Enhanced listing <sup>1</sup>	Basic Basic + member benefit/exclusive offer	N/A N/A

<b>Activity/Opportunity</b>	<b>Inclusive in membership fee</b>		<b>Member rate</b>	<b>Non-member rate</b>
Adverts in the Viewpoint quarterly magazine		½ page Full page Sponsorship <sup>2</sup> Inserts	£200 £300 £1,000 £200	£400 £500 £2,000 £400
Viewpoint Spring/Summer edition (mailed to both members and non-members)		½ page Full page	£400 £600	£600 £750
Exhibition stands at members meetings	✓ (if attending the meeting)	Leaflets Stand + leaflets Sponsorship <sup>3</sup>	Basic £50 £500	N/A £100 £1,000
Adspots on <a href="http://www.cumbriatourism.org">www.cumbriatourism.org</a>		1 month 3 months 6 months Homepage (1 month max)	£35 £80 £160 £50	£60 £125 £250 £100
Sponsorship of member emails		Logo and link <sup>4</sup>	£75.00	N/A
Sponsorship of the Tourism awards			Priority opportunity	
Advertising Opportunities in Awards brochure		¼ page ½ page	TBC TBC	TBC TBC

<sup>1</sup> Business to business directory enhanced listing. This opportunity is available to the professional services sector that offers Cumbria Tourism members a significant and exclusive benefit i.e. a discount on their products and services or an exclusive offer.

<sup>2</sup> Viewpoint Sponsorship. This opportunity will include a 4 page pull out in the centre of the Viewpoint magazine and will involve the sponsor providing finished artwork to CT.

<sup>3</sup> Commercial Members' Meeting Sponsorship. This opportunity will include the following: the business' logo on the meeting invite, the agenda and any handouts, a stand with high presence, leaflet distribution at the meeting and with the invites, and an opportunity to promote the business for 5 minutes at soapbox time.

<sup>4</sup> Sponsorship of member emails. This opportunity will include a logo of the business and a link through to their website.