

Northumberland

Endless experiences

Partnership Packages 2021

How to join us...

Partnership Packages

Determine your business category, select your benefits and level of support, create your partnership package.

Business Size Criteria

| Business Sector | Small | Medium | Large |
|---|------------------|-----------------|---------|
| Attractions and Venues | <10,000 Visitors | 10,000 – 50,000 | >50,000 |
| Serviced Accommodation | 0-5 Rooms | 6-10 | 11+ |
| Caravan & Camping | 1-5 Pitches | 5-100 | 101+ |
| Self-Catering (One Location) | 0-3 Units | 4-6 | 7+ |
| Self-Catering (Single Owner - Multi-site) | 0-3 Units | 4-6 | 7+ |
| Self-Catering Agency | n/a | n/a | ALL |
| Eating Out | 0-10 Covers | 11-25 | 26+ |
| Producers/Suppliers/Other | 0-5 Employees | 6-10 | 11+ |

Core Benefits

| Partnership Level | 1 | 2 | 3 | 4 | 5 |
|---|--------------|-------------------|-----------------------------|---|--|
| Price | FREE | From £150* | From £250* | From £300* | From £450* |
| Digital Listing | Listing Only | 20 Words, 1 Photo | 300 Words, 5 Photo, Weblink | 600 Words, 10 Photos Hero Image, Weblink, Video | 600 Words; 10 Photos, Hero Image, Weblink, Video, Carousel feature |
| Representation, campaigns & promotion at local, regional and national level | - | ✔ | ✔ | ✔ | ✔ |
| Regular B2B update email including offers, news, and support | - | ✔ | ✔ | ✔ | ✔ |
| Membership of closed Facebook business support group | - | ✔ | ✔ | ✔ | ✔ |
| Headline data & trend updates from our Business Barometer | - | ✔ | ✔ | ✔ | ✔ |
| Signpost to training opportunities | - | ✔ | ✔ | ✔ | ✔ |
| Access to Brand toolkit & materials | - | ✔ | ✔ | ✔ | ✔ |
| Invite to quarterly networking events | - | ✔ | ✔ | ✔ | ✔ |
| Promotion through Tourist Information Centre Network | - | ✔ | ✔ | ✔ | ✔ |
| Preferential access to enrol on 'Know your Northumberland' | - | ✔ | ✔ | ✔ | ✔ |
| Opportunity to buy into additional print & digital marketing | - | ✔ | ✔ | ✔ | ✔ |

*Dependant on business size & excludes VAT

Enhanced Benefits

| Partnership Level | 1 | 2 | 3 | 4 | 5 | |
|------------------------|--|------------|------------|--------------|--------------|-------------------|
| Price | FREE | From £150* | From £250* | From £300* | From £450* | |
| Raise your Profile | Social media support & engagement | - | - | QUARTERLY | MONTHLY | FORTNIGHTLY |
| | Boosted Social Media Post (One per annum) | - | - | - | - | ✓ |
| | Access to image library (under development) | - | - | - | ✓ | ✓ |
| | Priority consideration for inclusion in press visits and itineraries | - | - | - | ✓ | ✓ |
| | TIC screen advertising (due Spring 2021) | - | - | - | - | ✓ |
| | Consumer E-News feature Story | - | - | - | - | ✓ |
| | Print media discount | - | - | - | 5% | 10% |
| Connect your Business | Dedicated business support | - | - | - | ✓ | ✓ |
| | North East Tourism Award application support and feedback | - | - | ✓ | ✓ | ✓ |
| | Dedicated account lead and annual review | - | - | - | VIRTUAL | VISIT |
| | Opportunity to present at quarterly networking events | - | - | - | ✓ | ✓ |
| | Tickets to annual tourism conference | - | - | PREFERENTIAL | 50% DISCOUNT | 2 X COMPLIMENTARY |
| | Familiarisation visit host partner | - | - | STANDARD | PRIORITY | PRIORITY |
| Develop your Knowledge | Access to research, reports and sector feedback | - | - | ✓ | ✓ | ✓ |
| | Priority invite to join destination familiarisation/partner visits | - | - | ✓ | ✓ | ✓ |
| | Access to webinar programme / industry skills workshops | - | - | ✓ | ✓ | ✓ |
| | Discount enrolment to 'Know your Northumberland' | - | - | 10% | 20% | 50% |

*Dependant on business size & excludes VAT

Partnership Level One

Entry Level association with Visit Northumberland

- Basic digital listing only

FREE to all businesses in the visitor economy

Partnership Level Two

Provides access to the core benefits of partnering with Visit Northumberland and the option to purchase bolt-on additional benefits.

- Web entry with 20 words and 1 image
- Representation, campaigns & promotion at local, regional and national level
- Regular B2B update including offers, news, and support
- Membership of closed Facebook business support group
- Headline data & trend updates from the business barometer
- Signpost to training opportunities
- Access to brand toolkit & materials
- Invite to quarterly networking events
- Promotion through Tourist Information Centre network
- Preferential access to enrol on 'Know your Northumberland'

Small business £150 | Medium business £175 | Large business £200 | Additional listings £80

Partnership Level Three

All the advantages of Level 2 with additional access to enhanced benefits designed to specifically raise your businesses profile, develop knowledge and build relationships within the industry.

- Web entry with 300 Words, 5 images and a web link
- Quarterly social media support and engagement
- North East Tourism Awards application support and feedback
- Preferential tickets to the annual tourism conference
- Access to research, reports and sector feedback
- Opportunity to join/host familiarisation/partner visits
- Access to webinar/industry skills workshops
- 10% discount enrolment to 'Know Your Northumberland'

Small business £250 | Medium business £300 | Large business £350 | Additional listings £120

Partnership Level Four

All the advantages of Level 2 and 3 with dedicated business support, priority notice for more opportunities and enhanced discounts.

- Web entry with 600 Words, 10 images, hero image, video playback capability and a web link
- Monthly social media support and engagement
- Access to image library
- Priority consideration for media visits and itineraries
- 5% discount on print media
- Dedicated business support
- Dedicated account lead and annual virtual review
- Opportunity to present at networking events
- 50% discount to the annual tourism conference
- Priority notice to join/host familiarisation/partner visits
- 20% discount enrolment to 'Know Your Northumberland'

Small business £300 | Medium business £400 | Large business £500 | Additional listings £140

Partnership Level Five

All the advantages of Level 2, 3 and 4 with an annual face to face support visit at your business, additional bespoke digital promotion and complimentary tickets to the annual tourism conference.

- Web entry with 600 Words, 10 images, hero image, video playback capability and featured carousel placement
- Fortnightly social media support and engagement
- Boosted social media post
- Consumer e-news feature story
- 10% discount on print media
- Annual review visit to business
- Two complimentary tickets to the annual tourism conference
- 50% discount enrolment to 'Know Your Northumberland'

Small business £450 | Medium business £600 | Large business £700 | Additional listing £160

**Contact
us now**

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