

# Santa Ynez Valley Visitors Association

## In the Heart of Santa Barbara's Wine Country

◆ Ballard ◆ Buellton ◆ Los Alamos ◆ Los Olivos ◆ Santa Ynez ◆ Solvang

### **WHY JOIN? SYVVA MEMBERSHIP BENEFITS**

#### **Dynamic Leadership**

- Active Board of Directors represents tourism businesses throughout the entire Valley, assisted by Executive Director Mary Harris
- Marketing committee of members that guides the organizations strategies and activities
- Media Relations/Publicist Laura Kath, Mariah Marketing represents all members to media, responds to requests; conducts site visits/FAMs; all media releases, distributes E-scapes

#### **Web Presence**

- Interactive, searchable website attracting an average 13,000 monthly unique visitors
- Provides a link to your website, helping to increase your ranking on major search engines
- Expanded boldfaced web listing exclusively for members, including a 50-word description (Full Members only.)
- 10 Key words listed in a searchable website data base. (Full Members only.)
- Members only opportunity to purchase website banner ads

#### **Annual Visitors Guide**

- 48-page full-color magazine style publication in partnership with Solvang Conference & Visitors Bureau.
- 80,000 printed per year, distributed to all requests, at trade/travel shows and Visitor Centers
- Interactive, online version of Annual Visitors Guide includes free business advertising/links
- 50 free copies exclusively for members; purchase extra copies for only \$1.00 each

#### **Advertising Opportunities**

- Print campaigns in Sunset, Westways, California Travel Guide
- Co-op campaigns in other publications at reduced rates
- KSYV-FM event calendar sponsorship opportunities to showcase your business

#### **Travel Shows and SYVVA Business and Tourism Expo**

- Options to participate at reduced rates in SYVVA booths at Los Angeles Times Travel Show, Sunset Magazine Weekend and others.
- Annual SYVVA Business & Tourism Expo. Member priority for booth space at preferred rates. Attracts 250+ attendees each year

#### **E-scapes Newsletter**

- An electronic SYVVA newsletter published quarterly about Valley events/members with a circulation of over 3,000 opt-in individuals and 150 media contacts.
- Preferential opportunity to announce special offers/events in E-scapes Newsletter

To discover more about membership and benefits, contact: [admin@syvva.com](mailto:admin@syvva.com) or 805-686-0053  
[www.SantaYnezValleyVisit.com](http://www.SantaYnezValleyVisit.com)