

PLATINUM MEMBERSHIP

Wicklow County Tourism is introducing a new and simplified membership fee structure for the 2017 season. The new structure offers great promotional activities for greater exposure while taking into consideration the size of each business.

Membership Details:

- **PLATINUM MEMBERSHIP:** €600 annual fee
- **DISCOUNT:** €30 OFF if you pay before **March 1st** or within two weeks of invoicing.
- **WEB LISTING:** Platinum Membership includes **up to SIX web listings** under any of the following categories: Accommodation, Attraction, Activities, Shopping, Food & Drink or Services.

BENEFITS & SERVICES:

- **Website listing(s) on visitwicklow.ie:** your listing can include up to 10 images, full contact details, map location, description with no word limit, embed video, etc.
- **Promote your events:** visitwicklow.ie/calendar is one of our most popular pages on our website. Send your events to info@visitwicklow.ie for upload.
- **List your 'Specials, Packages & Offers:** list one 'offer' on visitwicklow.ie/specials-packages-offers/. Form can be found at the end of the page.
- **Up to 24 Annual Entries on Visit Wicklow Facebook, Twitter or Instagram:** send a link, photo, video, event, and we will put it up on your requested day and time.
- **€40 Promotional Budget on Facebook:** Wicklow Tourism will invest €40 promoting the Facebook entry of your choice dedicated to the audience of your choice.
- **One article on Website's Blog:** just send your press release or advertorial for inclusion on visitwicklow.ie's blog (text, photo/video, link, etc.). Articles will also be promoted on Social Media.
- **One Ezine entry:** Email Marketing is one of the most efficient marketing activity. Promote your business, event, packages, offers on one of our ezines.
- **Lobbying Activities:** Wicklow County Tourism regularly brings issues to the attention of the local Council, Councillors, local and national organisations. Our organisation is 300 members strong, and its Board has tremendous reach at local and national levels. Email to info@visitwicklow.ie any issue or concern you wish to raise.

LOOKING FOR AN UPGRADE? SEE BACKPAGE AND COMPARE GOLD BENEFITS WITH PLATINUM MEMBERSHIP.

2017 MEMBERSHIP OPTIONS

	Bronze	Silver	Gold	Platinum
Annual Fee	€150	€250	€375	€600
Early Payment Discount*	€15	€20	€25	€30
Categories / Pages Listings	1	Up to 3	Up to 4	Up to 6
Extra Category / Page Listing	€50	€50	€50	N/A
Lobbying	Yes	Yes	Yes	Yes
Web Listing*	Full	Full	Full	Full
Events on Calendar	Yes	Yes	Yes	Yes
Special Offers Listed	Yes	Yes	Yes	Yes
Entries Facebook / year	Up to 3	Up to 6	Up to 12	Up to 24
Facebook promo budget*	€5	€10	€20	€40
Ezine Features*	No	No	No	One
Article on Website*	No	No	One	Two

***Web listing:**

- Full = up to 10 images, contact details, map location, no word description limit

***Discount:**

- Pay before March 1st or within two weeks of invoicing in order to avail of discount.

***Facebook promo budget:**

- Timing and content of the Facebook promotion is at the member's request. Amount allocated per promotion (within budget) and target market is also at member's request. Budget not spent over 12 months period is lost.

***Newsletter Feature:**

- Features will be included in the next scheduled ezine following reception of content by member.
- Content (text, images) will be supplied by member

***Articles on Website:**

- Content (text, images) will be supplied by member
- Articles will be displayed on website and remain there forever.

Wicklow County Tourism reserves the right to exclude any social media entry regarded as inappropriate or not relevant

NOTE:

- Bronze Membership is only available to businesses with up to 5 employees
- Silver Membership is not available to businesses with more than 15 employees
- Gold Membership is not available to businesses with more than 25 employees