

THE SOVA TEAM

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INDEPENDENT CONTRACTORS

Guide, Internet and Co-Ops:

Mark Dennett
 Dennett Consulting Group
 E-mail: Mark@sova.org

Public Relations, Trade Shows, Customer Service Training:

Sue Price
 Southern Oregon Marketing Consultant
 E-mail: Sue@sova.org

MARKETING/RCMP COMMITTEE - CHAIRPERSON

Bob Hackett, Marketing Manager,
 Oregon Shakespeare Festival

KEY VENDORS

Research: DCG Research
Internet: Oregon Interactive Corporation/Oregon.com
Fulfillment: Pronto Print of Medford
Touchscreen Information Systems (kiosks): USA3.com
Design: Petretto Design, Jeffery Jones Advertising & Marketing

MAILING ADDRESS

PO Box 1645
 Medford, OR 97501



VISITORS ASSOCIATION
 Wonders Never Cease in Southern Oregon™

Serving the tourism marketing needs of Curry, Coos, Douglas, Jackson, Josephine, Klamath and Lake counties since 1988.

SOVA MARKETING PARTNERSHIP BENEFITS

ASSOCIATE PARTNER - \$125

Provides exposure in the SOVA Guide plus participation in a variety of SOVA marketing programs:

- 50-word listing in the Southern Oregon Vacation Guide
- Monthly E-Mail newsletter
- Eligible to participate in SOVA programs

REGULAR PARTNER - \$295

Regular partners enjoy all the benefits of associate partners PLUS:

- 50-word listing and links on SOVA website
- 50-word listing on SOVA “touchscreen” Travel Kiosks

GROUP PARTNERS - If a firm operates several businesses they can apply for a “group partnership.” For \$100 more they can add additional listings in all three marketing programs for each business. For example, if they own three motels and want to list each, the cost would be \$450 (\$250 + \$100 + \$100 = \$450)

DESTINATION PARTNER

Available to companies or associations created to promote a destination area such as a Visitor

& Convention Bureau, Economic Development Group, or Destination Marketing Organization.

- 100-word listing in the Southern Oregon Vacation Guide
- 100-word listing and links on the SOVA websites
- 100-word listing on SOVA “touchscreen” Travel Kiosks
- Monthly E-Mail newsletter
- Eligible to participate in SOVA programs

Destination marketing partner fees are based on the annual gross operating budget for the organization. Contact SOVA to sign up.

PREMIER UPGRADE - ADD \$1,850

Once a company has selected a partnership package, they can add a Premier Upgrade, which adds the following exposure:

- Guide Editorial - 1/3 page sidebar story in the Southern Oregon Vacation Guide
- Website Photo Feature - Free rotating photo feature on SOVA’s main home page
- E-Newsletter Feature - A feature story in one issue of SOVA’s consumer “Vacation News”

PARTNERSHIP CATEGORIES (Please Check One):

- Associate Partner \$125 Regular Partner \$295 Destination Partner (contact SOVA)
 Check here if you want a Premier Upgrade \$1,850

Company Name		Date
Contact Name		Phone
Mailing Address	Fax	
City	State	Zip
E-Mail Address		
website Address		

I would be willing to serve on the SOVA Board of Directors: Yes Not at this time.

On a scale of 1 to 10 (10 being the highest), how important are the SOVA marketing programs to you:

- | | |
|--|--|
| _____ Southern Oregon Vacation Guide | _____ SOVA Internet Marketing |
| _____ Annual Tourism Marketing Symposium | _____ “Touch Screen” Information Centers |
| _____ Tourism Research | _____ Advertising and Marketing Co-Op Programs |
| _____ Trade Shows | _____ Q Training |

For more information on becoming a SOVA Partner e-mail: office@sova.org or call 541-552-0520