

Membership Has Its Benefits...

Membership in the Tubac-Santa Cruz Visitor Center will connect your business with one of the region's strongest tourism networks. That's because as an official Arizona Office of Tourism Visitor Center, we work hand-in-hand with Arizona to attract visitors from around the world and direct them to Santa Cruz Valley member destinations and services. We are in partnership with visitor centers throughout all of Santa Cruz County, so no matter where guests land, they'll learn about your business. What are you waiting for? Become part of the tour in the Santa Cruz Valley and begin enjoying these valuable benefits:

- **Link to a large and powerful tourism network.** Be included in the Virtual Tour of Santa Cruz County, an online series of town, city and county maps that feature local destinations, attractions and business services available through Official Santa Cruz County Visitor Centers. In addition, business will be driven your way through brochures distributed at all County Visitor Centers, the Arizona Office of Tourism and the Metropolitan Tucson Convention & Visitors Bureau and advertising placed in high profile visitor guides and travel publications that market the region as a destination.
- **Greet over 60,000 visitors per year at County Visitor Centers.** When guests arrive, be sure they know about your business by displaying your brochure at Santa Cruz County Visitor Centers. Our travel center staff will refer business your way seven days a week in person, by telephone, through written correspondence and email.
- **Become a marketing expert.** Finetune your knowledge by attending quarterly Tourism Seminars and visiting the online Members Training Center that teaches hands-on skill development in advertising, marketing, and public relations. Members can also market themselves to the tourism-industry network at member events. Let others know about your products and services and gain valuable business-to-business tourism industry contacts. The Visitor Center will assist in connecting you with appropriate tourism industry experts.
- **Stay in the loop with quarterly e-newsletters.** Quarterly e-newsletters will keep you as well as community leaders and elected officials informed about the Santa Cruz Tourism Council's marketing efforts, networking opportunities, state-wide and local events and educational seminars. You'll also be introduced to new members. Advertising opportunities are available through the newsletter. Let us know if you're interested.



Tubac-Santa Cruz
VISITOR CENTER
at La Entrada de Tubac
4 PLAZA ROAD/OPEN DAILY

P.O. Box 4632
Tubac, AZ 85646

Phone: 520.398.0007

Fax: 520.398.0008

Email: info@toursantacruz.com

Web: www.toursantacruz.com

Dedicated to promoting tourism in the Santa Cruz Valley of Arizona through development of regional marketing tools and support of tourism-related industries.

The Tubac-Santa Cruz Visitor Center enjoys affiliations with The Arizona Office of Tourism, Arizona Tourism Alliance, The Metropolitan Tucson Convention & Visitors Bureau and the Nogales-Santa Cruz County Chamber of Commerce.

Member Information

Business Name: _____

Contact Person: _____ Title: _____

Physical Address: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

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- **Broadcast 24 hours a day at www.toursantacruz.com.** Let the world know what you have to offer 24 hours a day at the [toursantacruz.com](http://www.toursantacruz.com) website. You'll receive a 25-word member business description. Additional online marketing packages offering more visibility are available. (see details below on membership form)

- **Mark your date on the Santa Cruz County and the Arizona Office of Tourism Events Calendars:** Feature your event or meeting for free on the Santa Cruz County events calendar found at www.toursantacruz.com. In addition, our visitor center staff will place your upcoming events on the Arizona Office of Tourism Calendar of Events at no charge.

- **Mix it up at regular membership get-togethers:** Join us every quarter to meet the visitor center staff that serves you and guests to our Valley. Learn how to maximize your membership and participate in promotions. Display information about your business at the exchange table.

- **Stay on target at our annual meeting.** Come give us your two cents, mingle with colleagues and meet our board members at the Annual Meeting in January. We'll keep you up-to-date on our marketing goals, campaigns, committee schedules, financial status and accomplishments. We encourage your participation.

- **Show your support with a member decal in your window.** Colorful member decals identify your business as a participating member of the Tubac-Santa Cruz Visitor Center. Stand up and be counted!

Get Going!

Become part of the regional marketing effort of the Santa Cruz Valley family of visitor centers. Just complete the form below and send it to us with your payment to: P.O. Box 4632, Tubac, AZ 85646 (mail); 520.398.0008 (fax). Once we receive your membership information and dues we'll send your welcome package.

Membership Fees

Basic: \$200.00

- Display benefits in Tubac-Santa Cruz Visitor Center
- Listing at www.toursantacruz.com
- Listing in the Official Santa Cruz County Visitor's Guide
- Featured on area maps and on the Virtual Tour of Santa Cruz County
- Events promoted at the Visitor Center and placed on Community Calendar

Non-Profit/Associate: \$150.00

- Events promoted at the Visitor Center through Community Calendar, ticket sales and display benefits
- Listing at www.toursantacruz.com
- Listing in the Official Santa Cruz County Visitor's Guide

Artist: \$ 100.00

- Your art displayed in the Visitor Center Galleria.

Cactus Wren: \$ 1000.00

Basic membership benefits plus your ad displayed in the Visitor Center.

Hummingbird: \$ 1500.00

Basic membership benefits plus your business ad featured on the website and printed area map.

Quail: \$ 3000.00

Basic membership benefits plus your ad featured on the website and Visitor Center window and business advertising on printed area map.

Regional Advertising Partnership: \$ 1000.00

Represent Santa Cruz County and Southern Arizona in a regional marketing program which includes a Southern Arizona Visitor Guide sponsored by the Arizona Office of Tourism's TEAM grant initiative. Partnership includes basic membership logo inclusion on advertising, supply of regional marketing tools including brochures and maps, and a link on www.toursantacruz.com to your website.

Website: _____ E-mail: _____

Hours: _____

Business Description: _____

Membership Type:

BASIC NON-PROFIT/ASSOCIATE ARTIST CACTUS WREN HUMMINGBIRD QUAIL REGIONAL ADVERTISING PARTNER

Membership Options: Membership Options are based on basic membership (\$200). Please select desired additional options below:

LODGING (\$50) WEB PAGE (\$100) ONLINE ART GALLERY (\$25 per 1/8 page image) LINK (\$100)

Your business promoted and serviced on our website's lodging and reservations page plus distribution of Arizona Office of Tourism leads. Select a primary category: ___Spa/Resorts ___Bed & Breakfast ___Hotel/Motel (Lodging facilities may choose additional categories for \$25 each)