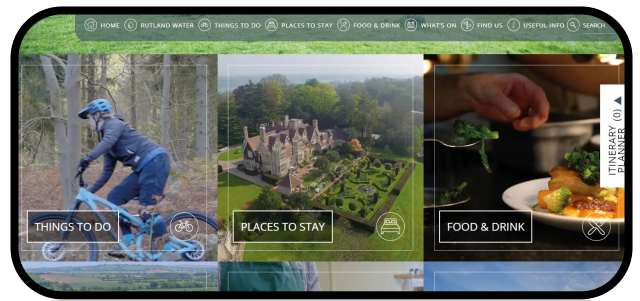


# MEMBERSHIP SCHEME

# Discover Rutland



Discover Rutland Membership provides exclusive **marketing and PR opportunities**, as well as a range of special benefits to provide your business with a cost effective way to promote your product. Be listed in our bi-annual printed **Visitor Guide**, DL size **mini guide**, A3 tear-off **map pads** and fully interactive **website**, plus gain exposure through our various **social media** channels and be included **marketing campaigns** & events under the Discover Rutland flag - current activity includes a reactive covid recovery marketing plan.



Join Discover Rutland and be a partner in the *biggest* tourism marketing campaign for the *smallest* county and surrounding area.

Without Discover Rutland membership - there would be no Discover Rutland.

## 10 reasons why you should become a member of Discover Rutland:

1. **Support** the Discover Rutland Tourism Committee & work alongside many local businesses to promote Rutland as a great tourism destination & **get support** from the Tourism Officer  
**- we're stronger together!**
2. **Full listing** on Rutland's official tourism website
3. **Discounts** on additional marketing by Discover Rutland (such as the guide)
4. **Priority** for inclusion in press & PR visits
5. **Invitations** to networking events & opportunities for sharing ideas, challenges & solutions
6. **Raise your profile** through social media marketing activities & relevant publications
7. **Highlight your offers/news/events** through our eNewsletters
8. **Promote** your business to Rutland residents through local events & campaigns
9. Be part of the **Discover Rutland community** and share industry news & useful information (we share scam warnings which have helped many businesses avoid financial loss)
10. **Help this wonderful county to be heard alongside other great British destinations**



**Nick Hamilton, Barnsdale Gardens:** *"As one of the main tourist attractions in Rutland there is no question that our business has benefited greatly from the help and assistance we get from being a member of Discover Rutland. We certainly could not afford the press coverage they are able to generate for us and/or other members, as well as those benefits gained from being able to work together as part of a group to achieve the best for every member. We have always been clear that, in this small county, we are able to achieve a lot by working together and membership of Discover Rutland gives us the best platform to realise our ambitions."*



# Annual Costs

## Standard Membership

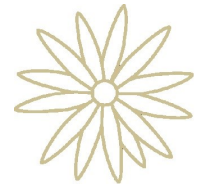
**£150.00 + VAT**

This includes;

- ◆ **One website listing** to include:
  - Up to 500-words and 5 images
  - Full business contact details
  - Links to website and emailing facilities
  - Booking button if applicable
  - Opening times
  - Grading and awards information
  - Directions with mapped location
  - Your businesses pricing information
  - Downloadable PDFs (i.e. brochures and menus)
- Access to login and update own business listings
- Ability to upload own special offers and events throughout the year
- Itinerary Planning facility linked to other pages on the website
- 'What's Nearby' feature,
- Profile link included on relevant pages within the Discover Rutland website
- ◆ **Regular members e-shot & communication**
- ◆ **Relevant inclusion on all Discover Rutland social media** feeds and communications
- ◆ **Inclusion within the visitor guide** member directory & **10% discount on advertising**
- ◆ **10% discount** on all other Discover Rutland marketing opportunities
- ◆ **Branded window sticker**
- ◆ **Brochure ordering service**

**Add a website Marketing Bolt-on for £75.00**

- > Priority above standard listings
- > Become a 'highlighted' listing throughout the website
- > Double your profiles word count and image allowance to 1,000 words plus 10 images page



**Get additional listings for only £75.00 + VAT.** e.g. an hotel with a restaurant would pay £150.00 for the hotel's profile, then an additional £75 for a restaurant listing.

## Associate Membership

**£60.00 + VAT** (not applicable for accommodation, eateries or attractions)

We love to highlight all local businesses in the area. Associate membership includes a website listing and all standard member benefits as detailed above, excluding the discount on additional advertising and automatic inclusion in publications.

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