



ELIZABETH CITY AREA CONVENTION AND VISITORS BUREAU

400 South Water Street, Suite 101 • PO Box 573 • Elizabeth City, NC 27907

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www.DiscoverElizabethCity.com

Elizabeth City Area Convention & Visitors Bureau Discover EC Advertising & Marketing Co-Op Program

PURPOSE:

The Elizabeth City Area Convention & Visitors Bureau (ECACVB) Discover EC Advertising and Marketing Co-Op Program (herein after referred to as “Co-Op Program”), is designed to increase advertising exposure for the region and for individual participants by matching each member’s advertising budget through a cooperative advertising program that focuses on:

- Increasing travel to the region
- Generating revenues through occupancy taxes
- Improving the economy through retail sales and increased tourist spending
- Promoting regional cooperation

ORGANIZATION, OBLIGATIONS, AND ACCOUNTABILITY:

The ECACVB is responsible for directing the Co-Op Program and has sole authority for its administration, including:

- Development of advertising and marketing materials
- Creation and placement of media advertising, public relations, and marketing
- Insuring that participants receive their fair and equal share of advertising and marketing
- Selecting media based on achieving the greatest possible exposure for the budget
- Reporting to participants Co-Op Program activities and schedules
- Accounting for funds received and disbursed through the Co-Op Program

The ECACVB will make every effort to correctly place all advertising and marketing for the Co-Op Program based on information provided by members. The ECACVB is not responsible for validation of services, items, or discounts offered and reserves the right to terminate participation of any Co-Op member whose advertising is found to be false, misleading, or illegal in any manner. The ECACVB assumes no responsibility for any legal claims made against a member in the Co-Op Program or against the Co-Op Program due to a member’s advertising.

PARTICIPATION, PAYMENT:

All members must be involved in a tourism-related business or industry and represent legal, wholesome activities appropriate for families and tourists in keeping with the image of the Elizabeth City area.

All members will contribute equally in the amount of \$500 per advertising module for the Co-op Program. In the initial offering, only one advertising module per member up to 50 members will be allowed. Members will select one to two quarterly periods between July 2008 and June 2009 in which their advertising will appear. Members with special events will be placed in the quarter in which the event will occur. Members without time-sensitive events will be placed in the regular twelve month campaign. After the posted deadline of the initial offering, if advertising modules are still available, current members will be given the first right of refusal for additional modules.

Participants will be required to complete the ECACVB Discover EC Advertising and Marketing Co-Op Member Application on the reverse and submit to: Elizabeth City Convention & Visitors Bureau, 400 S. Water St., Suite 101, Elizabeth City, NC 27909 no later than May 30, 2008. An invoice for the first \$250 payment will be sent to members in June 2008 for payment by July 15, 2008. The remaining balance of \$250 will be invoiced by ECACVB in December 2008 for payment no later than January 15, 2009. Checks will be made payable to the Elizabeth City Area Convention & Visitors Bureau. It is the responsibility of the participant to notify the ECACVB of any changes of address, phone, etc. which will affect the advertising and marketing materials.

PLEASE NOTE: Once a participant has submitted the completed Co-Op Member Application to ECACVB, the member is committed to the full advertising program and is contractually obligated to pay the required amounts by the due dates stated above. A participant shall be liable for any delinquent amount, plus interest from the date due until the date paid at the rate of 18% per annum, and all reasonable attorney fees, costs, and expenses incurred by the Co-Op to recover the delinquent amount.

**Elizabeth City Area Convention & Visitors Bureau
Discover EC Advertising and Marketing
Co-Op Member Application**

ADVERTISER NAME: _____

CONTACT: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

MAILING ADDRESS (if different): _____

TELEPHONE: _____ E-MAIL: _____

FAX: _____ WEB address: _____

Advertising quarter(s) preferred (Please indicate order of preference with 1 being first preference):

1: July-September _____

2: October-December _____

3: January-March _____

4: April-June _____

If you represent a time sensitive event, please provide date(s) of event: _____

Advertising message in 20 words or less:

Digital logo available: yes _____ no _____ Please email to: sales@discoverec.org

Discount or Coupon copy in 15 words or less: _____

Dates discount or coupon are valid: _____

Web video promotion: _____yes _____no

I hereby agree to participate in the 2008-2009 Elizabeth City Area Convention & Visitors Bureau Discover EC Co-Op Advertising and Marketing Program in the amount of \$500. I understand that by signing this agreement, I am contractually obligated to the Discover EC Co-Op Program and to pay \$500 in two installments of \$250 each by the dates listed on the reverse.

Signed: _____ Date: _____