



# 2020 Let's Cruz Digital Partnership - Attractions

To include your business in the *Things to Do* section of the Visit Santa Cruz County website, please complete this form as you would like your information to appear, and return it to the VSCC office by mail or fax.

303 Water Street, Suite 100  
Santa Cruz, CA 95060  
831.425.1234, Fax 831.427.4407  
www.visitsantacruz.org

If you would like more information on how to gain greater exposure for your listing and appear in the *2021 Official Santa Cruz County Traveler's Guide*, please contact VSCC's Cooperative Marketing Director at 831.429.7281 ext.103.

The VSCC reserves the right to edit for style, length and consistency. This program is available to individual businesses located within Santa Cruz County.

Today's Date: \_\_\_\_\_

## Contact Information (please print or type) The following information is for VSCC use only and will not be published.

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Contact Phone: \_\_\_\_\_ Alt. Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Contact Email: \_\_\_\_\_

## Listing Information (please print or type) The following information will be included in your listing.

Company Name: \_\_\_\_\_ Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Alt. Phone: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Days/Hours of Business: \_\_\_\_\_

**Web & Social Media:**  
 Website: \_\_\_\_\_  
 Facebook: \_\_\_\_\_  
 Twitter: \_\_\_\_\_  
 YouTube: \_\_\_\_\_  
 Instagram: \_\_\_\_\_

My business is: \_\_\_\_ For profit \_\_\_\_ Non profit

Internet Access (Select all that apply):  
 FREE Wired Internet  FREE Wi-Fi

Description - Limit 200 characters (approx. 30 words). The VSCC reserves the right to edit for style, length and consistency.

Categories (Select all that apply):

- |   |  |   |  |
|---|--|---|--|
| <input type="checkbox"/> Air Sports           | <input type="checkbox"/> Farmers Markets                       | <input type="checkbox"/> Performing Arts            | <input type="checkbox"/> Standup Paddleboard     |
| <input type="checkbox"/> Beaches              | <input type="checkbox"/> Farms and Ranches                     | <input type="checkbox"/> Pet Services               | <input type="checkbox"/> Surfing                 |
| <input type="checkbox"/> Bicycling            | <input type="checkbox"/> Fishing                               | <input type="checkbox"/> Points of Interest         | <input type="checkbox"/> Theaters                |
| <input type="checkbox"/> Bird Watching        | <input type="checkbox"/> Galleries: Art Galleries (non-profit) | <input type="checkbox"/> Pools                      | <input type="checkbox"/> Tours                   |
| <input type="checkbox"/> Boating              | <input type="checkbox"/> Galleries: Retail Gallery             | <input type="checkbox"/> Real Estate and Relocation | <input type="checkbox"/> Transportation          |
| <input type="checkbox"/> Bowling              | <input type="checkbox"/> Golf                                  | <input type="checkbox"/> Sailing                    | <input type="checkbox"/> Whale Watching          |
| <input type="checkbox"/> Clothing             | <input type="checkbox"/> Hiking                                | <input type="checkbox"/> Shopping Area              | <input type="checkbox"/> Wildlife Watch          |
| <input type="checkbox"/> Craft Breweries      | <input type="checkbox"/> Kayaking                              | <input type="checkbox"/> Shopping Specialty Items   | <input type="checkbox"/> Wineries & Tasting Room |
| <input type="checkbox"/> Disc Golf            | <input type="checkbox"/> Misc. Shopping                        | <input type="checkbox"/> Sightseeing                |  |
| <input type="checkbox"/> Dog Parks            | <input type="checkbox"/> Museums                               | <input type="checkbox"/> Skate Boarding             |  |
| <input type="checkbox"/> Dog-Friendly Beaches | <input type="checkbox"/> Night Clubs                           | <input type="checkbox"/> Skydiving                  |  |
| <input type="checkbox"/> Dog-Friendly Parks   | <input type="checkbox"/> Park Agencies                         | <input type="checkbox"/> Spas                       |  |
| <input type="checkbox"/> Emergency Services   | <input type="checkbox"/> Parks and Reserves                    | <input type="checkbox"/> Sporting Goods             | <b>Other:</b> _____                              |

X Authorized Signature (both pages must be signed) \_\_\_\_\_

## Payment Information

- DIGITAL PARTNERSHIP ONLY listing on visitsantacruz.org.  
Note: all web listings include hyperlink to your site.
- DISPLAY ADVERTISERS check here for your FREE listing on visitsantacruz.org.

Display advertisers are featured in the 2021 *Official Santa Cruz County Traveler's Guide* and receive a free listing on the visitsantacruz.org website with their paid ad. If you would like to consider a display ad, please call Gary Green, Cooperative Marketing Director, at 831.429.7281 ext.103.

If paying by credit card, please provide your credit card information and mail or fax this form to 831.427.4407. If paying by check, please make your check payable to "VSCC" and remit to 303 Water Street, Suite 100, Santa Cruz, CA 95060.

No cancellations for contracted advertising space will be accepted after 30 days preceding contract deadline in any given year. All cancellations must be received *in writing* by that date, and must be confirmed *in writing* by VSCC before taking effect.

Please note it is VSCC's policy to seek damages for payments due. If VSCC proceeds in the collection process through small claims you will be responsible for a \$350.00 additional late-pay processing and service fee, 1.5% interest per month on the outstanding balance, any other late fees and reimbursement of all court costs.

DIGITAL PARTNERSHIP ONLY Listing.....\$250

WEB Listing for Display Advertisers.....FREE

Payment Method:  Credit Card  Check

Credit Card Type:  Visa  MasterCard  Discover  AMEX

Credit Card Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Print Name as it appears on card:  
\_\_\_\_\_

Signature: \_\_\_\_\_

## Important Advertiser Information

- > Up to five photos may be included in your web listing. If submitting photos, they **must** be sent as a .jpg at the highest resolution possible. **Size must be at least 640 x 480 pixels and must be horizontal (landscape orientation)**. VSCC may crop your photo for better viewing online. We recommend clear, simple images. Please email your photo(s) to [photos@santacruz.org](mailto:photos@santacruz.org) and include your company name as listed on this form.
- > VSCC reserves the right to edit for style, length and consistency. Photos and listing information may be used to promote Santa Cruz County on other qualified websites.
- > Unless you are a display advertiser, your free listing is not guaranteed placement in the Traveler's Guide or on visitsantacruz.org.
- > As a benefit for our display advertisers you may be contacted by VSCC for brochures, availability information (lodging only) or to receive a weekly event flyer. These services are provided free of charge to paid display advertisers.
- > VSCC limits liability for any errors to the cost of the actual space occupied by the error. All ads are subject to approval by VSCC. By placing an advertisement, the advertiser represents that they have authorization for use of materials and artwork supplied for the advertisement. In addition, the advertiser confirms that the information provided to VSCC which will appear in their ad or listing is accurate and assumes all responsibility for its content. VSCC will not be liable for any loss or liability resulting from the use of unauthorized materials, misrepresentation or inaccuracies on the part of the advertiser.

I have read and agree to the conditions above.

Authorized Signature (both pages must be signed) \_\_\_\_\_

VSCC Salesperson's Signature \_\_\_\_\_

*For office use only:*

Fee Confirmation by VSCC Bookkeeper: \_\_\_\_\_

Inv.#: \_\_\_\_\_