

MEMBERSHIP MODEL 2020

northamptonshiresurprise.com

With strong support from Visit England, subscriptions go live in March 2020 for the 2020-2021 season. All funds will be invested in the county's campaign to attract UK and overseas visitors, run by the Lord Lieutenant David Laing.

What does my subscription help to fund?

Counties that attract visitors also attract inward investment, new businesses & new residents.

Your subscriptions help to fund a broad range of marketing activity including website enhancements and optimisation, print materials, artwork, Google & Facebook advertising, staff time; all complementing the annual campaign which in 2020 will champion the county's Art & Culture.

Paid packages are detailed below. We are very grateful for your support, it makes such a difference to what we can achieve for the county. Please complete this form to indicate your preferred benefits package and return to Kate Dent. For further details please contact Kate on info@northamptonshiresurprise.com

ANNUAL SUBSCRIPTIONS



Entry level - free of charge

BENEFITS

Website & events listings. Reciprocal link back to the destination website required for all members.



Bronze - £250

BENEFITS

Website & events listings, annual campaign briefing.
Networking events, member previews / private viewings (host & attend).
List discounts & special offers on the destination website (new for 2020).
Logo & web link on website partners page.



Silver - £990

ADDITIONAL BENEFITS

Promote your video footage on the destination website.
Upskill your workforce with Northamptonshire Welcome training.
Partnership status for direct marketing to new consumer database (new for 2020).
Bespoke introductions relevant to your business development objectives.



Gold - £5,000

ADDITIONAL BENEFITS

Representation on Northamptonshire Surprise Board.
VIP hospitality & tickets for Northamptonshire events throughout the year.
Concierge support for access to Northamptonshire venues for staff away days.

YOUR DETAILS

Your name: _____

Organisation name: _____

Email address: _____

Chosen subscription: Entry Level ☐ Bronze ☐ Silver ☐ Gold ☐

Please sign to confirm willingness to receive further information about membership:

Signature

Date

