

**Our Mission** Tampa Bay & Company leads the effort of economic development through tourism, creating vibrant growth for the Tampa Bay area by promoting, developing and expanding a united visitor industry.

**Tourism in Hillsborough County generates more than \$3 billion in visitor spending annually and employs nearly 50,000 residents.**



## Partnership Benefits & Services

Tampa Bay & Company succeeds as an economic development organization thanks to the strong support of our many partners, who help promote and shape the future of our dynamic area and make Tampa Bay a choice destination for conventions and millions of visitors annually.

Here are just some of the benefits of partnership:

- Listings in Tampa Bay & Company's publications: Travel Planner, Meeting Planner Guide and our Dining, Nightlife, Arts & Culture Guide (if applicable)
- Listings in our digital online publications, Travel Planner and Meeting Planner Guide
- Listing on Tampa Bay & Company's website, [www.VisitTampaBay.com](http://www.VisitTampaBay.com), including web hyperlink to your business
- Use of Tampa Bay & Company's official logo on your business literature and website
- Networking opportunities at Tampa Bay & Company events
- Access to confidential Convention Calendar and Industry Research
- Leads and referrals from Tampa Bay & Company's various departments (Sales, Marketing, Public Relations, Convention Services)
- Brochure distribution at our Visitor Information Centers
- Preferred advertising rates in our publications
- Complimentary Travel Planners and Visitors Maps
- Map It Link (to your business) on website
- Access to Tampa Bay & Company's photo and video library
- Discount at Tampa Bay & Company's Visitor Information Center Retail Stores
- Access to partner mailing list and/or meeting planner mailing list
- Opportunity to participate in our *Sunsational Savings* Discount Booklet (if applicable)
- Tampa Bay & Company's Newsletter, *Tampa Bayview*
- Media Directory and Press Kit
  - \$25 for Partners
  - \$50 for Potential Partners

## About Tampa Bay & Company

Tampa Bay & Company is Hillsborough County's official tourism marketing organization and a leader in economic development for the greater Tampa Bay area. As a partner-based, not-for-profit organization, Tampa Bay & Company provides our 700+ partners with a wide array of services, opportunities and tools designed to maximize exposure to convention and tourism dollars.

Tampa Bay & Company operates as a vital link to the community, heightening awareness of the importance of tourism to the local economy and its impact on our residential quality of life. The tourism industry is a leading economic engine for our region, generating millions of dollars in local tax revenue each year, along with billions of dollars in visitor spending going directly into the pockets of residents and business owners.

## Testimonials

“Our partnership with Tampa Bay & Company keeps us connected with our community. They offer networking opportunities which allow us to develop relationships with our neighbors, as well as excellent educational programs. By keeping us informed of economic developments and community trends, we are empowered to steer our business in the right direction. Best of all, Tampa Bay & Company provides personal service. I know that if I call with a question, they will take care of me.”

**Devon Murray**, Director of Marketing | A La Carte Event Pavilion

“Kerrick and I would like to take a second to share with your organization the appreciation that we have for the partnership program. Our ROI was realized three fold within three months and has turned out to be one of the best financial business collaboration decisions that we could have made for our company. In the spirit of sharing success through Tampa Bay & Company, we are obligated to let you all know that we are truly grateful for your professionalism, personal service and dedication to our specialized needs.”

**TJ Williams** | Kerrick Williams Photography

“We are proud to support Tampa Bay & Company and the area's tourism industry, which is an industry that truly touches every business in Tampa Bay and beyond. The tourism industry doesn't stop with hotels and tourist attractions, but carries on throughout our local and state economies. By working with Tampa Bay & Company and supporting the hospitality industry, you are helping to create positive economic development for Hillsborough County and ultimately improving our quality of life.”

**Sandy MacKinnon**, President & CEO | Yale Lift Trucks of Florida & Georgia

“As the largest performing arts center in the southeast, the Tampa Bay Performing Arts Center appreciates the efforts of Tampa Bay & Company in extending our marketing reach regionally and nationally. Because of their promotions, joint advertising and public relations, our message reaches far more potential audiences than we can reach on our own.”

**Michael Kilgore**, Vice President of Marketing | Tampa Bay Performing Arts Center

For more information and pricing, please contact  
[Partnership@VisitTampaBay.com](mailto:Partnership@VisitTampaBay.com) or **813.223.1111**.

