



2015 Sunset SAVOR the Central Coast

September 24 - 27, 2015

Lodging Partner Invitation

Increase your occupancy, boost your average daily rate and add value for your guests through participation in **2015 Sunset SAVOR the Central Coast Lodging Partner** opportunities. In 2015, **Sunset SAVOR the Central Coast** expects over 10,000 guests to San Luis Obispo County, with over 40 percent from out of town, to appreciate the best that the Central Coast has to offer in wine, food, and lifestyle enjoyment. Take advantage of the robust marketing program associated with **Sunset SAVOR the Central Coast** by becoming a Lodging Partner with the event.

As a Lodging Partner you will have access to two types of tickets that you may choose to use in packaging your guests' SAVOR offer. Details on the program and the enriched listings can be found below.

Lodging Partner Opportunities

- SAVOR Lodging Partner – Free for Visit SLO County Members**
 - A regional listing as a [SAVOR 2015 Recommended Lodging Partner](#) on the Sunset SAVOR the Central Coast website, Lodging page.
 - Access to two (2) types of discounted tickets that you may choose to use in packaging your offer. The tickets available include:
 - Saturday Main Event ticket (20% discount off full price = \$68 each)
 - Sunday Main Event ticket (\$50 each)

- Silver SAVOR Lodging Partner - \$350 for Feature Listing**
 - A featured listing as a [SAVOR 2015 Recommended Lodging Partner](#) on the Sunset SAVOR the Central Coast website, Lodging page with booking link to your package page.
 - Your package will be prominently placed at the top of the Lodging page with a 100-word description of your property and/or package including a property photo.
 - Access to two (2) types of discounted tickets that you may choose to use in packaging your offer. The tickets available include:
 - Saturday Main Event ticket (20% discount off full price = \$68 each)
 - Sunday Main Event ticket (\$50 each)

- Gold SAVOR Lodging Partner - \$600 for Feature Listing and Program Advertisement**
 - A featured listing as a 2015 [SAVOR 2015 Recommended Lodging Partner](#) on the Sunset SAVOR the Central Coast website, Lodging page.
 - Your package will be prominently placed at the top of the Lodging page with a 100-word description of your property and/or package including a property photo
 - Access to two (2) types of discounted tickets that you may choose to use in packaging your offer. The tickets available include:
 - Saturday Main Event ticket (20% discount off full price = \$68 each)
 - Sunday Main Event ticket (\$50 each)

 - One (1) ¼ page ad in the SAVOR Main Event Program with a print run of approximately



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8,000 copies OR a rotating ad on SavorCentralCoast.com – **that's a \$400 value!**

The cutoff date to access these ticket prices is: Sunday, September 14, 2015 at 11:59 pm.

- Enhance your package at any level with optional participation in our e-Goodie Bag.
\$50 additional fee with any Lodging Partner level selected
- Distributed monthly via email to over 27,000 unique email addresses.
 - Includes your e-special offer description plus photo or logo and link to your offer on your website.
 - Your offer will be one of only 8 offers per month.

Purchasing Tickets For Your Guests - Tickets on Sale Starting May 1, 2015

After your guest has purchased their SAVOR package with your property, you will use your unique promotional code to order their SAVOR tickets. This code is unique to your property only and will give us the ability to track the tickets you order for billing purposes. Please note that your exclusive lodging partner pricing is only applied to full price main event tickets. (Special Events and Adventure Tours are not offered at a discounted price. If you would like to include Special Events and Adventure Tours in your package offers please do so at the regular retail price.) Tickets are on sale starting Friday, May 1, 2015.

To purchase tickets for your guests visit <http://www.savorcentralcoast.com> and click on the **BUY YOUR TICKETS TODAY** button.



Select the quantity of tickets you wish to purchase. Please remember your promotional code provides a discount on Saturday Main Event tickets and Sunday Main Event tickets only. This offer is exclusive to you as a lodging partner.

Scroll down the page and click on “**Enter promotional code.**” Enter your unique promotional code and click “Apply” and the discount will be applied.

Ticket Holder Information

When purchasing tickets for your guest, please be sure you enter their name, email address, and information into the ticketing system. This will allow us the ability to locate their ticket information on-site if needed.

Receiving e-Tickets

Once a ticket is purchased, a unique barcode is assigned to that specific ticket which will grant the ticket holder access into the event. This e-Ticket will be sent electronically via email to the email address provided on the ticket order. Please alert your guest to check their inbox for their SAVOR e-Tickets.

Billing

Through the use of your unique promotional code, Visit San Luis Obispo County will have the ability to track all of the ticket orders placed by your property. Visit San Luis Obispo County will bill your



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property twice for the tickets order. The first bill will be sent early September for all tickets purchased from May-August. The second bill will be sent in October for all tickets purchased in September. With each billing Visit San Luis Obispo County will send your property an invoice and statement for tickets ordered. Payment will be due within 30 days.

Terms & Conditions

Security: The promotional code provided is unique to your property for billing purposes. This means that when this code is used your property will automatically become responsible for the payment reconciliation all of tickets purchased. Please keep your code in confidence to ensure it is used appropriately.

Cancellations: Tickets are non-refundable and non-transferable. Please be aware of this when creating and selling your packages. Should your guest cancel their reservation, the property will not be refunded for their SAVOR ticket cost, please plan your own package cancellation policy accordingly.

ALL SALES FINAL

No refunds, exchanges, or replacements: all events, prices, personalities, performances, venues, dates and times are subject to change without notice. All sales are final. Tickets will not be replaced, refunded, or exchanged for any reason whatsoever. Please read all Terms & Conditions on the www.savorcentralcoast.com website prior to purchasing tickets.

Thank you for supporting the **2015 Sunset SAVOR the Central Coast!**

Contact Information

Katie Klimuszko | Event Coordinator
805-312-9141 | katie@fastforwardevents.com



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LODGING PARTNER PROGRAM ORDER SHEET

- SAVOR Lodging Partner – *complimentary with membership*
- Silver SAVOR Lodging Partner with Featured Listing - **\$350**
- Gold SAVOR Lodging Partner with ¼ page Event Program ad - **\$600**

AD UPGRADE OPPORTUNITIES

All ads are printed in full color. See 2015 program Specification Sheet for sizing and submission details

Premium Space Orders (requires confirmation)

- | | | | |
|---|---------------------------------|---|---------|
| <input type="checkbox"/> 2 Page Spread (limited supply) | \$ 1,500 | <input type="checkbox"/> Inside Front Cover | \$1,500 |
| <input type="checkbox"/> Full Page | \$ 1,000 | <input type="checkbox"/> Inside Back Cover | \$1,500 |
| <input type="checkbox"/> Half Page | \$ 600 | <input type="checkbox"/> Back Cover | \$1,750 |
| <input type="checkbox"/> Quarter Page | \$ Included in Gold Partnership | | |

Payment Information

Contact Person: _____ Title: _____
 Company: _____ Phone: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Email: _____ Website: _____

Payment Amount: _____ Check MasterCard VISA AMEX
 CC#: _____ Exp: _____ SEC: _____

Internal Use Only Rec'd _____ Paid _____ Placed _____