

Shawangunk Wine Trail 2017 Tourism Partner Program

Let's Partner Up For Success. Become a Tourism Partner Today!

Enrollment is now open for 2017. Please note: Enrollment ends on October 21, 2016.

The Shawangunk Wine Trail is one of the top tourist attractions in the Hudson Valley, drawing over 100,000 visitors annually. As we look forward to the next season, we invite area businesses to take part in our Tourism Partner Program and take advantage of several valuable marketing opportunities for a very reasonable investment.

Three partnership levels are available, each developed to increase visibility of your business among SWT visitors and initial inquiries of those planning to visit the Trail. Quite simply, as partners we work together to enlarge the spotlight and grow all of our businesses.

GunksWine.com – Social Media – Monthly E-Newsletter – Referrals

All of our Tourism Partners have a listing on our ever popular website, GunksWine.com, our easy-to-navigate, fully responsive website compatible on any home or mobile device. It's where visitors go to find their way from winery to winery and to all of our Tourism Partners. The site features separate pages for all of our Tourism Partner categories, including the best in Lodging, Restaurants, Transportation, and regional Special Attractions.

Perks of partnership vary by level. Promotion on social media and a link to your business are included at the Gold level. All SWT Tourism Partners regardless of level will be listed on our "Plan Your Visit" webpage under the appropriate category and receive referrals when visitors ask us where to eat, stay, shop and play. Choose Gold, Silver, or Bronze – whichever level is right for your business and your budget!

Wine & Wow! The Shawangunk Wine Trail Guide

All SWT Tourism Partners are listed in our beautifully designed Shawangunk Wine Trail Guide! This attractive, full color marketing tool stands out from the rest. It opens to a 16" spread and features a regional map which also includes all of our SWT Tourism Partners and information about each of them.

Over 120,000 copies of our Shawangunk Wine Trail Guide will be distributed in over 600 of high traffic location which include; visitor centers, cultural attractions, upscale hotels and lodging properties, shopping malls and outlet centers, state government facilities and more. Would you

like 120,000 people to see your business ad in print? Partner with us and we will make it happen!

We work closely with our distribution companies to target strategic locations covering the Hudson Valley and Catskill region, Information Centers along the NYS Thruway, south to the boroughs of New York City and northern New Jersey, the Greater Albany Capital Region and north into the Saratoga Springs region, east into the Berkshires of Massachusetts, all of the SWT wineries and everywhere in between, giving this powerful marketing piece an incredible value!

2017 Shawangunk Wine Trail Tourism Partner Program Levels

Gold Tourism Partner – 12 Month Membership \$500

- Bold business listing with color accent in the SWT Guide (print and online)
- Inclusion on the map in the SWT Guide (print and online)
- Listing with full description plus logo/photo on SWT website and link to your business
- Revolving full color banner ad on the SWT website with link to your business
- Monthly promotion of your business on SWT Facebook & Twitter pages
- Link to your website in the SWT monthly E-Newsletter

Silver Tourism Partner – 12 Month Membership \$400

- Listing with color accent in the SWT Guide
- Inclusion on the map in the SWT Guide
- Listing with full description plus logo/photo on the SWT website and link to your business

Bronze Tourism Partner – 12 Month Membership \$300

- Basic listing in the SWT Guide with description as space permits
- Inclusion on the map in the SWT Guide
- Listing with full description on the SWT website and link to your business

Please note: Enrollment ends on October 21, 2016.

Click here to choose your level and enroll today! (Link to page below)



Shawangunk Wine Trail Tourism Partner

2017 Enrollment Form

Please complete this form and return it with your payment no later than October 21, 2016.

Your membership will begin January 1, 2017 and continue through December 31, 2017.

Business Name _____

Business Address _____

Contact Person _____ Email _____

Phone _____ Alt. Phone _____

Website URL _____ Do you have a Facebook Page Yes ___ No ___

Business Hours _____

Please write a brief description (50 words maximum) of your business below or on a separate piece of paper, to be included on GunksWine.com and in the SWT Guide. Please write clearly. We reserve the right to edit for clarity and/or length.

Choose your Partnership Level: Gold \$500 ___ Silver \$400 ___ Bronze \$300 ___

To pay by credit card please select cad type: MasterCard ___ VISA ___ AmEx ___ Discover ___

Card # _____ Exp. Month/Year _____

3 digit security code on back of card _____ Zip Code Associated with Card _____

Name as it appears on card _____

Signature (Required) _____

This completed form with payment must be postmarked or emailed no later than October 21, 2016.

If paying by check please make payable to: Shawangunk Wine Trail

Mail to: Shawangunk Wine Trail, P.O. Box 526, Marlboro, NY 12542

Forms can also be emailed to jude@gunkswine.com no later than October 21, 2016.

If you have questions please contact: Jude DeFalco at 845-256-8456 or at the email above.