



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

## Partner Profile Video Marketing Program: Production, Hosting and Renewal

Visit Santa Cruz County's (VSCC) **Partner Profile Video Marketing Program** will provide VSCC marketing partners the opportunity to have their venue or business featured in a profile video on [visitsantacruz.org](http://visitsantacruz.org). VSCC provides the opportunity to have a professionally produced one-minute video that will be co-owned with partner and VSCC and includes distribution on the VSCC website and related VSCC web distribution channels. If you already have a video you would like us to host on your listing on [visitsantacruz.org](http://visitsantacruz.org), you may participate in our **Partner Video Annual Hosting Program**.

If you would like more information on how to gain greater exposure for your business, please contact VSCC's Cooperative Marketing Director at 831.429.7281 x 103.

<b>Production Includes:</b> <ul style="list-style-type: none"><li>- Final script development with partner approval</li><li>- Two site visits for client interview, site overview and pre-production</li><li>- On-site shooting of video footage to support script</li><li>- Background music and destination B-roll footage wrap-around included</li><li>- Complete editing process including encoding for web streaming</li><li>- Final one-minute partner profile video completed and DVD delivered</li></ul>	<b>Distribution:</b> <ul style="list-style-type: none"><li>- Video link from partner web listing on the VSCC website</li><li>- Partner video will be announced on the VSCC Facebook page</li><li>- Partner video will be available on the VSCC YouTube page</li><li>- Partner video will be featured in one VSCC monthly visitors e-news and one industry Forecast</li><li>- Partner co-ownership of the final HD video profile for use on partner website and other partner marketing outlets</li></ul>	<b>Formats:</b> <ul style="list-style-type: none"><li>- Flash</li><li>- Quicktime</li><li>- Windows Media</li></ul>
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Contact Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Business Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Fax: \_\_\_\_\_

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

\_\_\_\_\_  
**Authorized Signature**

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

\_\_\_\_\_  
**Print Name Here**

☐ **Full Partner Video Production & First Annual Hosting Fee: \$1400**

☐ **Hosting Only Fee (you supply video): \$500**

☐ **Video Program Renewal Fee: \$300**

If paying by credit card, please provide your credit card information and 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

Payment Method: ☐ Credit Card ☐ Check

Credit Card Type: ☐ Visa ☐ Mastercard

☐ Discover ☐ AMEX

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

\_\_\_\_\_  
Expiration Date

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Security Code

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Print name as it appears on card

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Credit Card Billing Address

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City State Zip

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Cardholder Signature

Office use only:

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Date

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Marketing Director Signature

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Invoice #

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Fee Confirmed by Bookkeeper