

SANTA CRUZ COUNTY

C A L I F O R N I A

VSCC Advertising Policies

About Visit Santa Cruz County

The mission of Visit Santa Cruz County (VSCC) is to stimulate the economy by promoting Santa Cruz County as a visitor, conference and film destination through marketing programs including advertising, promotion and visitor services. The priority is on attracting high-yield overnight business during the off-peak periods of the year.

There are over 3 million visitor trips taken to Santa Cruz County each year. Many visitors turn to the official destination marketing organization for the county for travel resources and information. Visit Santa Cruz County (VSCC) offers marketing opportunities to local businesses and organizations at a variety of levels to accommodate budgets of all sizes.

In addition to a presence on the visitsantacruz.org website, VSCC offers sponsorship opportunities with the annual Official Santa Cruz County Traveler's Guide and other targeted marketing programs like the Wedding and Conference web listing marketing programs, Partner Profile Video Marketing Program and cooperative advertising opportunities, among others.

VSCC has set forth guidelines to govern advertising and promotion of its various programs, including online, broadcast, and print formats.

General Advertiser Eligibility

VSCC is supported by tourism-related businesses within Santa Cruz County. Tourism-related businesses include restaurant, retail shops, attractions, nonprofit educational and arts organizations, and lodging properties such as hotels, motels, vacation rentals, and bed and breakfast inns. Other examples of tourism-related businesses include, but may not be limited to, recreational businesses (kayak rentals, surf schools, sailing charters, SUP rentals, bicycle rentals, etc.), wineries, distilleries, and brew pubs, farmers markets, farms, and gardens, spas, and airport shuttle services. Only tourism-related businesses within the county are eligible to advertise with VSCC.

In addition, focusing on tourism-related businesses partnering with VSCC for advertising and promotional purposes must align with the organization's "Let's Cruz" brand.

VSCC has identified consumer lifestyle trends which are important to take advantage of in increasing awareness and demand for the destination and on which the "Let's Cruz" brand is based. These trends include family-friendly activities,

VSCC Advertising Policies
(cont.)

outdoor adventure exploration, farm-to-table cuisine, boutique wineries and breweries, rest and rejuvenation, and arts and culture, among others.

Prohibited Advertisements

No online or printed advertisement submitted to VSCC for distribution, including those which may include a URL or hyperlink to a website shall contain:

- Obscene or pornographic material including but not limited to graphic nudity;
- Smoke products, including but not limited to tobacco products;
- Commentary, advocacy, or promotion of the following topics: political, religious, or rhetorical issues, advertisements for political candidates, campaigns or organizations, or advertisements advocating a position on any public policy or social issue;
- Objectionable or controversial material which may be contrary to community standards or which would detract from the mission of VSCC;
- False, fraudulent, deceptive, defamatory, or which violates any state or federal law or regulation governing advertising or business practices generally.

Right to Advertise

Nothing in this advertising policy is intended or shall be construed to grant any party the right to advertise in any publication, website, or property owned or maintained by VSCC.

Disclaimer

VSCC will make its best effort to ensure that advertisements and web links conform to these Advertising Policy provisions. The VSCC website, www.visitsantacruz.org and all VSCC-affiliated websites may contain links to independent websites. VSCC is not responsible for the content of the linked sites and does not endorse or warrant the services or products offered by the linked sites. It is the user's responsibility to evaluate all offers, services, products, and information on these linked sites.

Additionally, information provided to VSCC by participating businesses is gathered and carefully compiled in such a way as to ensure maximum accuracy. VSCC has made a reasonable effort to include accurate information compliant with these advertising policies. However, VSCC cannot and does not guarantee the accuracy of advertising information furnished to them, and shall not be held liable or responsible for any errors or omissions with regard to ads, products, and services featured.

###