

## Heart Membership and partnership model.

Zug Tourism makes the region attractive and visible. Members and partners benefit from its reach and network. Zug Tourism decides on the channel, timing and type of communication. The organisation reserves editorial freedom in order to achieve the best possible impact for the destination.

Services Zug Tourism	Partnership			
	Member	Promo	Key	Patron
Invitation to the General Meeting	●	●	●	
Website entry (after checking for tourist relevance)	●	●	●	
Invitation to the members' networking event	●	●	●	
Provision of tourist information material by Zug Tourism	●	●	●	
Mention of new members/partners in the member newsletter and on LinkedIn (quarterly)	●	●	●	
Access to the Zug Tourism marketing service catalogue <sup>1</sup>	●	●	●	
Poster service for events (cultural columns in the city of Zug)	●	●	●	
Displaying event flyers at the tourist office	●	●	●	
Recommendation & referral by Zug Tourism (minus 10% commission for hotels and supporting programmes) <sup>2</sup>	●	●	●	
Receive the member newsletter with insider information on tourism trends, media and overnight stays	●	●	●	
Inclusion of offers in communications in accordance with ZT's editorial plan <sup>3</sup>		●	●	
Brochure rack at the Tourist Office and Brochure Service Plus		●	●	
Trade fair presence (brochures)		●	●	
Consideration for media trips, incentives and events		●	●	
Consideration in the creation of print media <sup>4</sup>		●	●	
Integration of additional entries/businesses (on the website) in consultation with ZT		●	●	
Support us with a donation of your choice – from CHF 50.00				●
Annual membership fee in CHF excluding VAT	250	1'500	5'000	from 50

<sup>1</sup>Additional presence on ZT channels can be booked. Additional costs will be incurred in accordance with the tender as agreed.

<sup>2</sup>The offer brokerage minus commission applies exclusively to providers of supporting programmes and accommodation and not to event locations and seminar facilities.

<sup>3</sup>Promotional partners may specify a maximum of three highlights per year, key partners by agreement with Zug Tourism. Highlights refer to all communication channels used by Zug Tourism (e.g. social media, newsletters, website, online campaigns, screens, PR/media relations, Prospekt Service Plus, #inlovewithzug magazine, blog, third-party platforms and events). The decision on the channel and timing of the integration lies with Zug Tourism.

<sup>4</sup>Zug Tourism has sole discretion over the inclusion of content.