

## An Exciting, Versatile, and Comprehensive Online Calendar System

- ✦ Presenting the full array of creative, cultural, educational, business and leisure activities that our region offers – increasing visibility for everyone while giving our residents more options and our visitors more reasons to stay longer and come back frequently.
- ✦ Featuring events and complete venue and organization directories – enhancing your online presence and helping you alleviate schedule conflicts as well as maximize synergies with other events in the area.
- ✦ Providing inexpensive membership options with substantial marketing opportunities through online, social media and traditional media partnerships.
- ✦ Utilizing the patented and highly successful Artsopolis™ Network system featuring dynamic user interface, ever-expanding member options and add-ons, ease of use, and reliability.

## Produced by the Arts Council for Monterey County and the Monterey County Business Council



MontereyBay365.com is a marketing program provided by the **Arts Council for Monterey County** and the **Monterey County Business Council**, developed as a project of the Monterey County Competitive Clusters (C<sup>2</sup>) ([www.competitiveclusters.com](http://www.competitiveclusters.com)) economic development program. The Arts Council brings proven leadership and commitment to the arts while the Monterey County Business Council provides the public-private partnership framework to gain community support and private dollars that will drive the successful implementation, adoption and sustainability of this project. We take full responsibility for all aspects of maintenance, development and marketing of the site.



## Powered by The Artsopolis™ Network



Artsopolis.com ([www.artsopolis.com](http://www.artsopolis.com)) was launched in August 2003 in partnership with Arts Council Silicon Valley and the San Jose Convention & Visitors Bureau with multimillion dollar investment by the Knight Foundation, Hewlett Foundation, David and Lucile Packard Foundation, Adobe Foundation at Community Foundation Silicon Valley, Applied Materials, and National Endowment for the Arts. This system has proven so successful that the fast-growing Artsopolis™ Network now provides licensing and system support for communities around the country.

## Membership Benefits

MontereyBay365.com is a dynamic calendar system for all cultural, educational, business and recreational activities that the Monterey Bay provides. It is an online marketing tool that brings our region together and gives visitors from across the nation and around the world one central place to explore all that the Monterey Bay offers. When you become a member of MontereyBay365.com, you will be able to reach beyond your normal captive audience and bring a whole new set of interested parties to your events.

Other benefits\* of becoming a member are the following:

### ALL MEMBERS

- Unlimited event listings on MontereyBay365.com, each with up to six images and links back to your Web site and/or box office.
- Directory listing with a profile page of your organization, business or venue that summarizes your services and products, all your events (past, current and upcoming), user reviews, your images and videos, and map and Web site links.
- Ability to cross-market your event by selecting more than one event category, if applicable.
- Opportunity to include your event in the Neighborhoods section of the site, if applicable.
- Direct links to and from your Web site.
- Ability to add and review comments.
- Automatic event posting through self-edit login.
- Member login for editing submitted events and profiles, adding links to media coverage and reviews, and including images and videos.
- Use of MontereyBay365's logo on your organization's printed materials and Web site.
- Weekly e-mail blasts featuring your events to MontereyBay365.com subscribers.
- Opportunity to be a part of the site that is known county-wide as a one-stop shopping and event planning for arts, culture, education, business and recreational activities.

### \$2000 AND ABOVE

- The opportunity for spotlight and premiere placement on the homepage.
- Featured placement on the site's event category pages with the opportunity to summarize your event with a one page description including images (up to six) and videos of your event.
- The opportunity to feature live media samples (i.e., video clips, audio samples, and multi-image galleries) in the media gallery.
- Free advertising for up to 90 days of membership with cross-marketing (offer ends 12/31/2010).

### ADDITIONAL OPTIONAL FEATURES

- Reporting tool (aggregate record total, outbound clicks).
- Site visitation tracking (# of visits, pages visited, etc.).
- Increased exposure through regional marketing campaigns.
- Opportunities for industry and community peer interaction.
- Access to the expertise of MontereyBay365's leadership and staff.

*\*Benefits are continually subject to enhancement.*

## Membership Application

### ELIGIBILITY:

MontereyBay365.com membership is open to the Monterey Bay's arts, entertainment, education, business & cultural communities, including performing and visual arts, professional companies, community groups, non-profit organizations, municipalities, and educational institutions.

To receive the membership benefits associated with MontereyBay365.com, your company or organization must present or produce at least one event in Monterey Bay, CA that qualifies for listing and your membership dues must be current. MontereyBay365 may ask for your business or organization's financial information to verify annual operating budget.

If you have any questions or would like more information on membership, please contact **Mary Ann Leffel**, President of MCBC, at [info@MontereyBay365.com](mailto:info@MontereyBay365.com) or (831) 402-4616.

### 1. Annual Membership Fee\*

*Based on annual ticket sales or annual operating budget:*

\$10,000,000 and over	\$3,000
\$5,000,000 and over	\$2,000
\$1,000,000 and over	\$1,000
\$500,000 and over	\$500
\$250,000-499,999	\$250
\$249,999 and under	\$100

\* Membership is for 12 months from date of activation.

### 2. Member Details

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Organization/Business \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

PR / Marketing Contact:

Name / Title \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

### 3. Terms & Conditions

- I agree to help raise the visibility of MontereyBay365 by placing a logo or banner of and/or link to MontereyBay365.com on my Web site.
- I have read and agree to the Terms of Service as stated on [MontereyBay365.com](http://MontereyBay365.com).

\_\_\_\_\_  
Signature and Date

### 4. Payment Information

- Check payable to Monterey County Business Council  
or
  - MC       Visa       Amex       Discover
- Card # \_\_\_\_\_  
Name of Cardholder \_\_\_\_\_  
Exp. Date \_\_\_\_\_

### 5. Mail Application & Payment To:

MontereyBay365.com  
c/o Monterey County Business Council  
PO Box 2746  
Monterey, CA 93942-2746

*Please allow 3-5 business days for processing.*

### 6. Add us to your press list today!