

Avalon Business INCENTIVE PROGRAM



You are invited to participate in a **NEW AND IMPROVED** cross-promotion between the Catalina Island Conservancy and local Catalina Island businesses that will promote and support local business, while providing Conservancy membership benefits. As participants, local businesses will receive the following exposure.

BUSINESS EXPOSURE OPPORTUNITIES

MEMBER GUIDE TO SAVINGS	Distributed to Conservancy's 3,500 members and displayed at Trailhead visitor center (375,000 est. annual visitors).
CONSERVANCY WEBSITE	Dedicated web page featuring your business. Page is linked to home page which hosts 17,000 users each month .
FEATURES ON SOCIAL MEDIA	Promotion of business participation to our 16,000 Facebook followers and 2,400 Instagram followers .
E-NEWSLETTER FEATURE	Featured in Conservancy E-Newsletter which is distributed to 12,000 subscribers .
CONSERVANCY TIMES FEATURED LISTING	Featured listing in Conservancy Times which is distributed to hotels and members - 8,500 distributed biannually .

DISCOUNT LEVELS	BUSINESS BENEFITS	
10% Discount to Conservancy Members OR Free Item with Purchase	<ul style="list-style-type: none"> • Friend level Conservancy Membership • Window cling decal & participant packet 	<ul style="list-style-type: none"> • Business included on member guide to savings • 1 or more social media mentions • Website listing
20% Discount to Conservancy Members	<ul style="list-style-type: none"> • Explorer level Conservancy Membership • Window cling decal & participant packet 	<ul style="list-style-type: none"> • Business included on member guide to savings • 2 or more social media mentions • Website listing
30% Discount or More to Conservancy Members	<ul style="list-style-type: none"> • Adventurer level Conservancy Membership • Window cling decal & participant packet • Business included on member guide to savings 	<ul style="list-style-type: none"> • E-newsletter feature • 3 or more social media mentions • Website listing • Conservancy Times feature listing

The launch of the program will be coordinated with the opening of the Trailhead visitor center in August 2018 and run through August 2019. A renewal option will be made available or an opportunity to change your discount, prior to the end of this 2018-2019 promotion. To participate, please contact **Gina Dartt by July 25 at: gdartt@catalinaconservancy.org**.