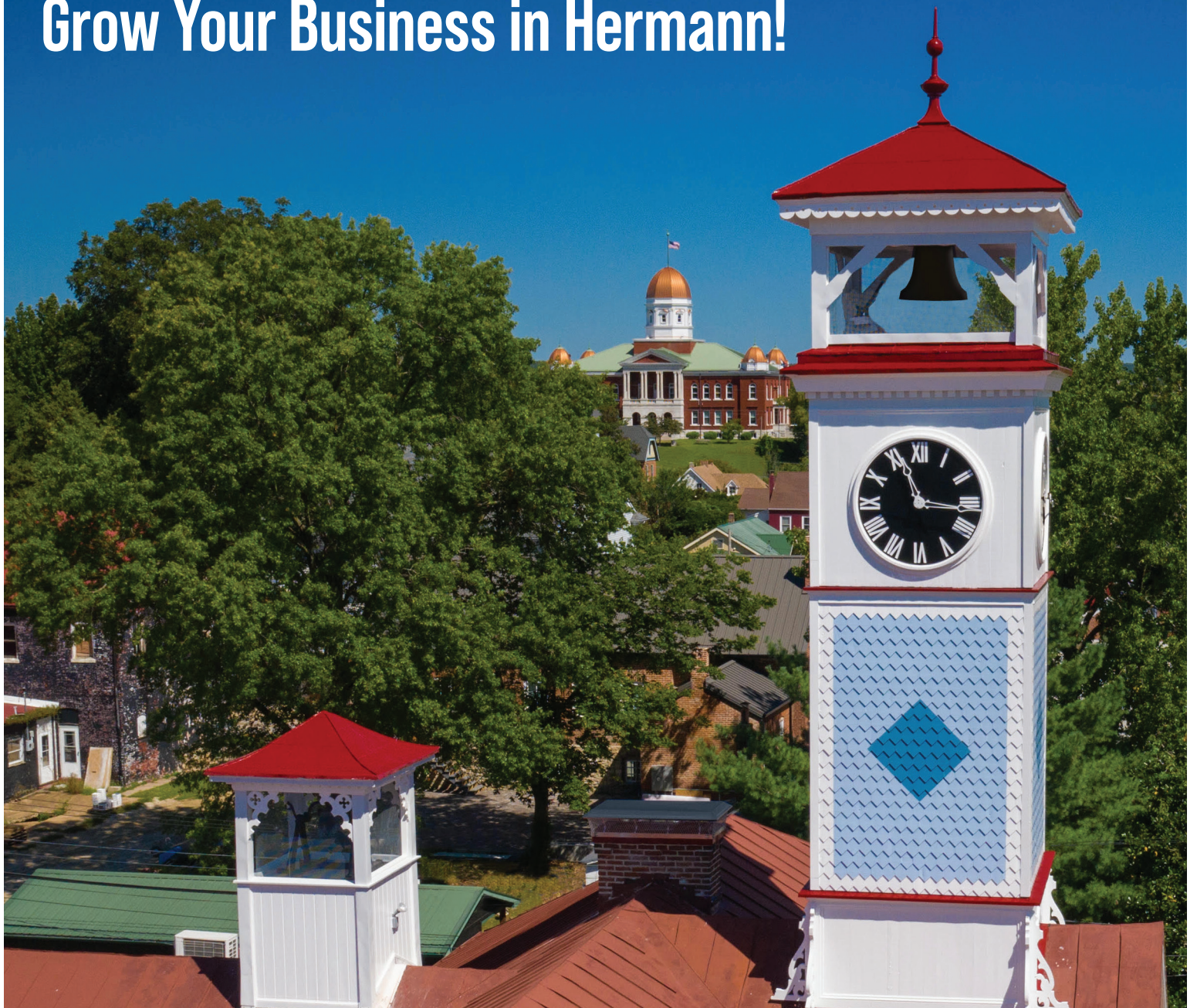


Grow Your Business in Hermann!



Become a
PARTNER

VISIT 
HERMANN 

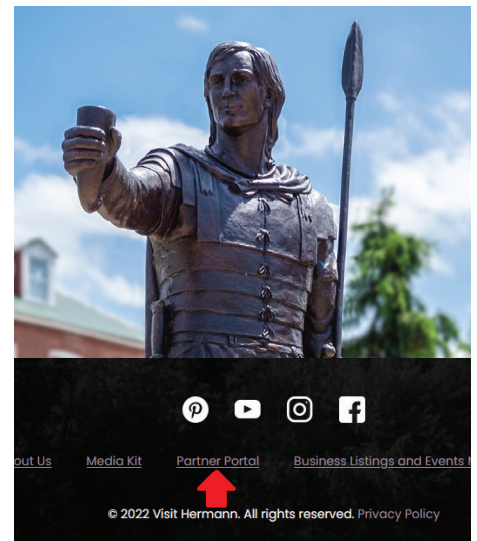


Partnership Features and Benefits

We appreciate our Partners and their support as we promote Hermann as a tourism destination. Partners, Residents, and the City all benefit from our tourism economy. We thank you for your efforts to promote the community as well as your own businesses and organizations.

Visit Hermann Partnership includes:

- Direct Partner benefits from our *Visit Hermann* brand by promotions and marketing, such as billboards, digital ads, print ads, search engine marketing, social media, trade shows and conferences, QR code campaigns, and e-newsletters
- Visitor Information Center staffed 7 days a week
- Opportunity to place business rack cards or business cards at Visitor Information Center
- Promotion in *Willkommen*, the official Hermann Visitor Guide & Directory
- Printed version of *Willkommen* distributed to visitor information centers and Amtrak stations in Missouri and surrounding markets
- Digital version of *Willkommen* distributed through VisitHermann.com, QR Code campaigns, and e-newsletters
- Attractions and points of interest included on official *Visit Hermann* tourism map (both digital and print versions)
- Opportunity to enter tourism-focused events on VisitHermann.com Calendar of Events
- Access to Partner Portal on VisitHermann.com and customization of your own business listing, including:
 - adding your own descriptions and photo gallery
 - adding & updating your business hours
 - adding events to our Calendar of Events
 - choosing categories for your business.
- Benefit of prospecting efforts by Tourism Specialists to bring groups to Hermann, such as field trips, weddings, conferences, retreats, reunions, and group travel tours
- Opportunity to participate as a Group Service Provider
- Webmaster Partner Services, including help developing and updating an effective business description for *Visit Hermann*, training for submitting events to Calendar of Events.
- Opportunity to invite *Visit Hermann* Facebook page to co-host tourism-focused Facebook events, visible to over 35,000 followers



Click "Partner Portal" at the bottom of VisitHermann.com

- Permission to use *Visit Hermann* logo to link from partner's business website to VisitHermann.com
- Potential opportunities for photo, video, media and marketing participation during the year

Visit Hermann "Wedding Vendor" Partnership includes:

- Listing on the Weddings page on VisitHermann.com
- Opportunity to display business information at Visitor Information Center

Visit Hermann "Event Only" Partnership includes:

- Access to post tourism focused events on VisitHermann.com Event Calendar
- Opportunity to display event information at Visitor Information Center

To Become a *Visit Hermann* Partner

1. Partners of *Visit Hermann* must focus on Hermann tourism. There should be a reasonable expectation that visitors to Hermann will patronize this business, organization, or event.
2. Not-for-profit organizations may be considered for partnership if they offer a tourism-focused service, event, or venue.
3. Applicants must be in good standing with applicable business licenses, permits, and certifications.
4. Applicant must complete, then submit a current Partnership Application and must notify Hermann Tourism promptly if any contact information changes.
5. Applicant must pay any applicable partnership fees. See Partnership Application for current fee structure.

Applicants outside the Hermann City limits, or any group or entity not covered at right, will be considered by the Hermann Tourism Commission at its next regularly scheduled meeting. Public destinations outside the city limits, such as state parks and conservation areas, will be listed and promoted without fees.



For questions and more information contact:

573-486-5400

Tammy Bruckerhoff

Tourism Director

TourismDirector@VisitHermann.com

Robert Haskins

Webmaster

Webmaster@VisitHermann.com

Partner Types

- Attractions & Services
- Lodging
- Seasonal (less than 3 months)
- Not-For-Profit Organization
- Wedding Vendor
- Event Only

Partners Outside of City Limits Subject to Tourism Commission Approval May Require Fees & Additional Documents

Tourism Categories

- Arts & Theater
- Festivals & Events
- Group Service Provider
- Lodging
- Museums, Parks, & Historical Places
- Outdoor Adventures
- RV Parks & Campgrounds
- Seasonal (three months or less)
- Sip & Savor (Food & Drink, Wineries, Distilleries, Breweries, Tasting Rooms)
- Shops
- Spa Services
- Transportation
- Wedding & Event Venues & Vendors



Visit Hermann Logo Usage Guidelines for Partners

Visit Hermann Logo Copyright Owned by City of Hermann

Visit Hermann Partners, who are active and in good standing, may use the logo to link from the partner's website to VisitHermann.com. For all other logo use, permission is strictly required prior to use. The entire logo must be used anytime the logo appears online, digitally, or in print. It is available in PDF or PNG files and is available in color, black, and white variations.

Guidelines for Use When Displaying *Visit Hermann* Logo:

- **Use clear space** — There should be sufficient clear space around the logo, as to not overlap the outside border of the logo field
- **Never change the color palette** — Do not change or adjust the original color palette
- **Never use on similarly-colored backgrounds** — Use the choice of logo that is appropriate for the background
 - For use on a light background, the single-color black logo may be used
 - For use on dark background, the single-color white logo may be used
- **Never rearrange the elements** — Do not change spacing, alignment, colors, or relative locations of the design elements
- **Never stretch or distort** — Do not change the proportions of any of the design elements or the design itself. You may resize as needed, but must retain all proportions
- **Never alter or add elements** — Do not add graphics, insert words, or modify the design elements or the logo/design itself

Steps to Gain Permission Prior to Logo Use

Each design project must receive permission prior to use. To request permission:

- Submit a written request to TourismDirector@VisitHermann.com
- Attach a PDF of the project
- State the purpose of the project, market, and all other applicable information for consideration
- Please allow five business days for approval

