

STEP 4 BUSINESS DETAILS

In order that we can keep our records up to date, please provide your business details below.

BUSINESS NAME	
PROPRIETOR NAME	
BUSINESS ADDRESS & POSTCODE	CORRESPONDENCE ADDRESS & POSTCODE <i>(IF DIFFERENT)</i>
TELEPHONE	MOBILE
EMAIL	
WEBSITE	
TWITTER HANDLE	FACEBOOK PAGE
INSTAGRAM	

Please tick if you are interested in the Taste of Scilly Marque & Charter scheme

Please tick if you are interested in being showcased in our events

For our full Membership and Marketing Terms and Conditions please see islandspartnership.co.uk. Hard copies available on request.

STEP 5 TERMS AND CONDITIONS

'I (insert name of business).....hereby agree to the Islands' Partnership Membership and Marketing Terms and Conditions.'

Name

Signature

Date

MEMBERSHIP BENEFITS

Here's a quick summary of just some of the benefits of IP membership:

1. The opportunity to be featured in our marketing efforts (press, events, pocket map, guide, social media, etc)
2. Business support, mentoring and advice
3. Free or discounted training and marketing support
4. Reduced rates for events including Scilly Business Week and Supply Scilly
5. Access to 'members only' portal on islandspartnership.co.uk and industry Facebook forum
6. Access to data and the latest research
7. Weekly email updates including industry news and opportunities
8. Invitations to industry seminars and member networking events
9. Links to and representation with Cornwall Chamber of Commerce, the LEP and Visit Britain.
10. Ability to feed in to tourism and economic agenda by contributing to IP-led discussions and surveys
11. Opportunity to vote at the AGM and/or become a Director of the IP
12. Support in applying for industry awards
13. Access to the Isles of Scilly Approved Accommodation Scheme
14. Access to brand, campaign and event toolkits
15. Access to photography and video content
16. Member to member benefits including reduced photography rates, airport parking and hotel rates

Islands' Partnership Steamship House, Hugh Street, St Mary's, Isles of Scilly TR21 0LL
t: 01720 620601 e: enquiries@islandspartnership.co.uk

BUSINESS DISCOUNTS

Owners of more than one business registered with the IP may be eligible for the following discounts:

- 25% DISCOUNT** Second subsidiary business
- 50% DISCOUNT PER BUSINESS** Third or more subsidiary business

CHARITIES

- 20% DISCOUNT** On membership fees for charities

For any other non-standard membership packages, including corporate partnerships, clubs and societies etc., please contact the Islands' Partnership team to discuss further.

NEED HELP?

The Islands' Partnership team is available to discuss your requirements and answer any queries.

If you'd like to talk through your options, call 01720 620601 or email enquiries@islandspartnership.co.uk



STEP 1 SIZE OF BUSINESS

Tick the box applicable to your business.

TYPE OF BUSINESS	WHAT SIZE IS YOUR BUSINESS?		
	<input type="checkbox"/> Small	<input type="checkbox"/> Medium	<input type="checkbox"/> Large
	Under 10 FTE employees* and/or turnover that is under £500,000	Between 10 to 20 FTE employees** and/or turnover between £500,000 and £1M Membership rate: £1,525 (EXC. VAT)	More than 20 FTE employees*** and/or turnover that is more than £1M Membership rate: £2,450 (EXC. VAT)
	CONTINUE TO STEP 2	SKIP TO STEP 3	SKIP TO STEP 3

STEP 2 TYPE OF BUSINESS

Food & Drink				
<input type="checkbox"/> Mobile Food Units/Roadside Stalls £95 (EXC. VAT)	<input type="checkbox"/> Café/Tea Room (daytime only) £200 (EXC. VAT)	<input type="checkbox"/> Bar/Pub/Restaurant Less than 50 covers £285 (EXC. VAT)	<input type="checkbox"/> Bar/Pub/Restaurant 50 or more covers £365 (EXC. VAT)	<input type="checkbox"/> Small Scale Farmer/Producer £180 (EXC. VAT)

Retailer/Wholesaler		<input type="checkbox"/> £175 (EXC. VAT)
Attractions/Activities/Motorised Tours/Bike Hire etc.		<input type="checkbox"/> £175 (EXC. VAT)
Artist/craftsperson/musician/photographer		
Individual	<input type="checkbox"/> £90 (EXC. VAT)	Studio/gallery <input type="checkbox"/> £170 (EXC. VAT)
Walking Tour Guides		<input type="checkbox"/> £140 (EXC. VAT)
Transport Operators	<input type="checkbox"/> 1 Vehicle/Boat £165 (EXC. VAT)	<input type="checkbox"/> Each additional vehicle/boat £115 (EXC. VAT)
Trade/Business Supplier (builders, plumbers, hairdressers, cleaners, web designers etc.)		<input type="checkbox"/> £90 (EXC. VAT)
Collective Not for Profit Organisations		<input type="checkbox"/> £285 (EXC. VAT)
Booking Agency/Property Management/Letting Agent/Travel Agent		
<input type="checkbox"/> Up to 25 properties £305 (EXC. VAT)	<input type="checkbox"/> 26 - 50 properties £435 (EXC. VAT)	<input type="checkbox"/> 51 + properties £545 (EXC. VAT)
Interested Parties (Individuals who do not own a business)		<input type="checkbox"/> £50 (EXC. VAT)

An invoice will be issued by the Islands' Partnership upon receipt of your membership application/renewal forms and in respect of your marketing requirements.

NB For mainland businesses who have close connections with the Isles of Scilly e.g. suppliers, or accommodation in South West England etc.; please see separate rate card.

* Any business that employs under 10 employees on a FTE basis for more than 4 months of the year

** Any business that employs 10 to 20 employees on a FTE basis for more than 4 months of the year

*** Any business that employs 20 or more employees on a FTE basis for more than 4 months of the year

STEP 3 MARKETING OPPORTUNITIES

Let us know which marketing opportunities you are interested in. Your Non-Accommodation membership includes a **FREE LISTING** on visitislesofscilly.com – promote your business further by selecting other opportunities on offer or choose a bundle for the best value.

Advert in 2018 Visit Isles of Scilly Guide	
<input type="checkbox"/> Advertorial Listing in the front end of the Guide including image (NEW for 2018). (approx. 30 words, contact details) £245 (EXC. VAT)	<input type="checkbox"/> Please use my existing Advertorial* <input type="checkbox"/> Please can I have a new advert†
<input type="checkbox"/> Full Page using your own ad artwork Price on application	<input type="checkbox"/> Please use my existing advert† <input type="checkbox"/> Please can I have a new advert†
Website (visitislesofscilly.com)	
One free website listing for non-accommodation members	
<input type="checkbox"/> Additional Listing £95 (EXC. VAT)	<input type="checkbox"/> Box Advert £100PM (EXC. VAT)
Pocket Map Guide	
<input type="checkbox"/> Advertorial Listing (with image) £295 (EXC. VAT)	<input type="checkbox"/> Please use my existing Pocket Map Guide advert† <input type="checkbox"/> Please can I have a new advert†
Email Marketing	
<input type="checkbox"/> Featured business in our monthly newsletters to the Visit Isles of Scilly database £175PM (EXC. VAT)	<input type="checkbox"/> NEW: Solus Email (E-newsletter takeover) From £500 (EXC. VAT)
Social Media	
<input type="checkbox"/> Social Media Package: 3 posts on your choice of platform including one pinned post for 3 days From £150 (EXC. VAT)	
Tourist Information Centre	
<input type="checkbox"/> Advertising Package (Member) £120 (EXC. VAT)	<input type="checkbox"/> Advertising Package (Non Member) £250 (EXC. VAT)
Cruise Ships – Promotion in Welcome Packs	
<input type="checkbox"/> Per ship £60 (EXC. VAT)	<input type="checkbox"/> Full Season Package (all ships in 2018) £450 (EXC. VAT)

PRINT & TIC BUNDLE *Save £110!*

- Advertorial in 2019 Visitor Guide
- Advert on Pocket Map
- TIC Package

£550 (EXC. VAT)

DIGITAL BUNDLE *Worth £1000!*

- Featured business for 1 month
- 2 e-newsletter features
- 2 social media packages
- 3 month's Box advertising

£695 (EXC. VAT)

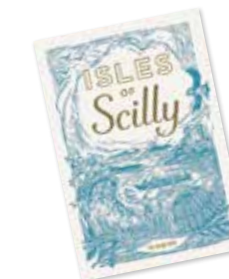
COMBO BUNDLE *Save £245!*

- Advertorial in 2019 Visitor Guide
- Advert in Pocket Map
- TIC Package
- 2 additional website listings

£615 (EXC. VAT)

† The Islands' Partnership will provide you with the advertising forms to be completed on receipt of your signed membership & marketing form

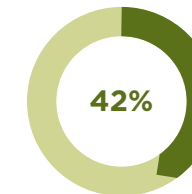
PM per month
PN per newsletter
PQ per quarter



VISIT ISLES OF SCILLY GUIDE

30,000 print-run – targeted nationwide distribution – plus a further **10,000+** views online.

Our surveys show that up to **42% of visitors** use the Isles of Scilly brochure when planning their trip (including **58% of first timers**).



VISITISLESOFSCILLY.COM

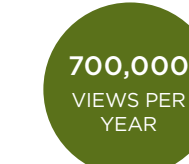
Over **700,000** views a year

Over **half a million** unique visitors

81% of whom are looking for ideas of things to do and places to stay – make sure they find you!

No. 1 in Google for all relevant searches.

More than a third of visitors cite visitislesofscilly.com as being the most useful source of information when booking or planning their visit.



OFFICIAL POCKET MAP GUIDE

Proved incredibly popular with visitors in getting around and planning their days out.

Bundle packages available meaning minimal advertising costs.

LIMITED SPACES

EMAIL MARKETING

Reach up to **75,000 fans of Scilly** every month.

Create a mini editorial feature to sell your business or a particular seasonal promotion.

Open rates of our emails are significantly higher than industry averages – **up to 30%**.

Click-throughs to advertisers can also be several hundred per newsletter.



CRUISE SHIPS

Opportunity to reach up to **15,000** Scilly cruise ship passengers.

Attract them to your business during their visit.

Limited availability!



TOURIST INFORMATION CENTRE

Make sure our thousands of visitors know about your business.

Save money by purchasing a “bundled” advertising package that includes the TIC.