Visit Morgan Hill - Local Partnership and Funding Requests

Visit Morgan Hill (VMH) is a Destination Marketing Organization (DMO) that receives funding from the Morgan Hill Tourism Business Improvement District (MHTBID). The district plan dictates the funds be primarily dedicated to Sales and Marketing and Sports Facility Promotion and Management. The mission of VMH is to work with the local lodging business community to promote Morgan Hill as a desirable tourist destination, which is accomplished through marketing communications and business development, directly and in partnership with local, regional and statewide partners.

Morgan Hill's visitor facing events, businesses, activities, and organizations contribute to the destination's unique tourism proposition, enticing guests to travel, stay overnight, and experience these offerings. Tourism businesses that that serve non-residents, contribute to generating overnight visitation demand, and have readily available information may be included in VMH marketing efforts. Efforts include, but are not limited to, VMH's owned content channels such as website, email marketing, and social media. Other efforts include business development materials such as flyers, brochures, proposals, and presentation decks. There are also cooperative marketing/advertising and destination hosting opportunities to bring qualified travel buyers, meeting planners, media, journalists, and influencers to Morgan Hill.

In addition to the primary destination marketing efforts Visit Morgan Hill conducts, we're open to considering local sponsorship and partnership opportunities. Morgan Hill visitor-facing events, businesses, activities, or organizations may submit proposals for evaluation. Submissions shall include official name, date(s), times, location, a description, photo, and specific sponsorship or partnership request. Opportunities will be qualified based on aligning with VMH strategy, brand awareness opportunity, marketing approach, suitable target market, call to action, room night generation, economic impact, evaluation/measurement, and research. Please submit proposals to Krista Rupp via email at executivedirector@visitmorganhill.org.

FOR INTERNAL RANKING OF PROPOSALS (NOT PUBLIC):

Component	1	2	3	4	5	Total	Definitions
Strategic alignment							aligns with strategic plan and doesn't duplicate existing/planned effort
Awareness opportunity							media coverage potential, consumer exposure
Marketing components							brand exposure, logo placement, hyperlink inclusion, content distribution
Target market							drive market, turf aquatic sport, corporate, social, matching venues
Call to action							visit, book, email address, web traffic clicks, watch video, etc.
Room night generation							must be quantified
Economic impact							potential for local leisure activities - shop, dine, play, drink
Evaluation/measurement plan							data collection, benchmarking
Research							any relevant research on ROI