



PLACER VALLEY
ROSEVILLE • ROCKLIN • LINCOLN
Tourism Enriching Communities

Contact us to learn more!
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Placer Valley Tourism Association Membership



The Placer Valley Tourism (PVT) Association Membership is for businesses, venues, and organizations that want to connect with visitors and events across Roseville, Rocklin, Lincoln, and the surrounding region. If you serve travelers, support events, or want to increase visibility with people already coming to Placer Valley for sports, festivals, conferences, and more - this is for you.

Are You?

**Connect with
Visitors
&
Build Industry
Connections**

**Increase Your
Visibility
350+ Annual
Events
1,200 Subscribers**



Benefits & Features	Tier 1	Tier 2	Tier 3
ANNUAL FEE	\$300	\$1,000	\$2,000
PVT Association Member - Digital Badge	✓	✓	✓
Exclusive Access to our PVT Calendar of +350 Events	✓	✓	✓
Public Listing on the PVT Member Directory	✓	✓	✓
Co-Branded Social Media Exposure	✓ 1x Post/Year	✓ 2x Posts/Year	✓ 3x Posts/Year
Your Event Promoted on the PVT Online Calendar	✓	✓	✓
Logo on PVT Website - Scaled by Membership Tier	✓	✓	✓ Priority Placement
Feature in PVT Monthly Newsletter (1,200 Subscribers)		✓ 2x/Year	✓ 4x/Year
Direct Promotion to Event Organizers via PVT eBlasts		✓ 1x/Year	✓ 2x/Year
Listing in the Annual Placer Valley Visitors Guide		✓	✓
Invitation to PVT Client Appreciation Event			✓
Event Data Access: Room Nights			✓
PVT Facilitated Referrals to Event Organizers			✓

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Placer Valley Tourism (PVT) Association Membership Benefits Guide



PVT Association Member - Digital Badge - Show your support for tourism in Placer Valley with an official PVT Association Member digital badge. Display the badge on your website, email signature, or marketing materials to highlight your partnership with PVT and demonstrate your commitment to strengthening the local visitor economy.

Exclusive Access to our Events Calendar - Stay informed with exclusive access to PVT's event calendar featuring more than 350 events annually throughout Roseville, Rocklin, Lincoln, and the surrounding region. From sporting events and conferences to festivals and community gatherings, members receive advanced insight into tourism activity that can help identify marketing, partnership, and business opportunities. (Distributed twice a year).

Public Listing on the PVT Member Directory - Gain year-round exposure through the PVT Member Directory on PlacerTourism.com, our website visited by approximately 66,000 users annually. Your business will gain access to PVT's Member Extranet (or Portal), allowing your business to list company name, photo, address, phone number, website link, and business description.

Co-Branded Social Media Exposure - Expand your reach through collaborative social media content featured across PVT's digital platforms. Member spotlights help showcase your business to nearly 7,000 followers while increasing brand awareness, engagement, and visibility among visitors and local audiences alike.

Your Event Promoted on the PVT Online Calendar - Hosting a special event, promotion, or community gathering? Members can submit eligible events to be featured on the PVT online calendar, helping increase awareness among visitors, residents, and event attendees searching for things to do throughout the region.

Logo on PVT Website - Scaled by Membership Tier - Increase your brand visibility with logo placement on the PVT website. Logo size and placement are scaled according to membership level, with higher-tier members receiving enhanced visibility with priority placement.

Feature in a PVT Monthly Newsletter - Promote your business directly to an engaged audience in the PVT monthly newsletter reaching more than 1,200 subscribers including tourism partners, event organizers, community leaders, and industry stakeholders. Eligible members can provide content for placement of a digital ad and direct link to their website. Quantity of newsletter inclusion depends on membership tier and availability.

Direct Promotion to Event Organizers via PVT eBlasts - Connect directly with event organizers through targeted PVT eBlast communications with over 2,500 sign-ups. Eligible members can share promotions, special offers, venue information, or business services with a highly relevant audience actively involved in planning and hosting events throughout the region. Quantity of eBlast depends on membership tier and availability.

Listing in the Annual Placer Valley Visitors Guide - Your business will be included in an exclusive "Association Membership" section in our annual PVT Guide with 15,000 copies printed annually. This guide is a valuable resource, distributed at visitors' centers, 25 local hotels, event venues, sporting events and Chambers of Commerce. Gain year-round exposure to event attendees, meeting planners, and tourism partners across Placer Valley. This listing helps showcase your business to travelers seeking dining, shopping, entertainment, and local experiences during their visit.

Invitation to PVT Client Appreciation Event - Join PVT and our partners for an exciting annual PVT Client Appreciation Event and foster connections, future business relationships, and engage with the community.

Event Data Access: Room Nights - Gain access to valuable tourism insights through event-related room night data collected by PVT. This information can help businesses better understand visitation trends, evaluate potential opportunities, and make informed marketing and operational decisions based on tourism activity throughout the region.

PVT Facilitated Referrals to Event Organizers - As event organizers seek recommendations for accommodations, dining, entertainment, transportation, and other visitor services, PVT helps connect them with member businesses whenever appropriate. This referral network provides additional opportunities to build relationships and generate business from events taking place throughout Placer Valley.