

We've enclosed some useful stuff for you. Take a look, then read on to learn all the ways your business can benefit through your partnership with Gulf Shores & Orange Beach Tourism and catch the wave of destination visitors.

Enclosed

*Just For You*

Current School Year Calendar  
Partner Benefits



## About Us

The Convention and Visitors Bureau, also known as Gulf Shores & Orange Beach Tourism (GSOBT), is the official destination marketing organization for Gulf Shores, Orange Beach and Fort Morgan. We were created in 1993 as a public corporation by an act of the Alabama legislature to market Alabama's Gulf Coast as a year-round vacation destination. It's our job to let the world know all that Gulf Shores and Orange Beach have to offer. We make it easy for guests to plan a visit and help them find things to do while they're here—from enjoying great seafood and entertaining the kids, to exploring nature, fishing or playing a round of golf.

To serve our guests after they arrive, GSOBT operates and staffs the Orange Beach and Gulf Shores Welcome Centers, providing information and advice during their stay. We also support local tourism-driven businesses, our Industry Partners, by providing tools and services to market themselves to the more than five million guests that visit our area each year. Gulf Shores & Orange Beach Tourism is an agency of the state and is funded entirely by a two percent lodging tax, collected by the state of Alabama.

## How We Differ from the Coastal Alabama Business Chamber

The Coastal Alabama Business Chamber works to grow the local business community. The Chamber provides service training and networking opportunities to area businesses to foster their growth, and provides relocation information to those interested in moving to the area. Additionally, the Chamber organizes and hosts the Annual Shrimp Festival and other events each year. Chamber benefits and services are limited to its members.

Gulf Shores & Orange Beach Tourism markets outside our area to bring visitors. We promote tourism-oriented businesses, lodging and activities so guests can maximize their enjoyment while visiting our area. **The tools and services provided by GSOBT are free of charge to Industry Partners like you, and no membership is required.**





GULF SHORES &  
ORANGE BEACH

It's a Whole Different State

# INDUSTRY PARTNER BENEFITS



It's a Whole Different State

The mission of Gulf Shores & Orange Beach Tourism is to market the Alabama Gulf Coast as a year-round destination, thus enhancing the economy and quality of life for all residents. To reach potential visitors and encourage travel to our area, we utilize many marketing tools and techniques highlighting area services, activities, attractions and accommodations. We welcome your partnership and encourage you to take advantage of the many marketing opportunities provided by Gulf Shores & Orange Beach Tourism.

# INDUSTRY PARTNER BENEFITS

## MyGSOBT

Instantly access and update your business information displayed on our highly trafficked website. Also, submit upcoming events, packages and deals, and respond to leads.

## Official Area Vacation Guide

More than 250,000 vacation guides are printed and distributed annually. These guides are mailed to all potential guests requesting more information and are available for pick up in welcome centers across the state and locally.

## Website

Last year more than 2.3 million guests visited our websites, generating more than 10 million page views while planning their vacations. Guests used the business listings and calendar of events to determine where to stay, play and eat.

## Welcome Centers

Display rack cards or brochures promoting your business in our two local welcome centers, which are visited by guests often looking for ideas. Some businesses are also featured during special seasonal showcasing in the centers.

## Travel Journalists

Partner with our public relations department to host traditional media and bloggers on group or individual press trips, where these media members are featuring local businesses.

## Crisis Communication

We provide timely updates from official agencies that will impact your guests and business operations. Be sure your email addresses are current in MyGSOBT to ensure receipt of these important communications.

## Sports Commission Sponsorships

Several levels of sponsorship are available to Industry Partners. Your participation provides exposure to visiting teams, coaches, families and fans.

## Meetings and Conventions

Participating Industry Partners are provided leads for lodging and services for arriving groups and conventions.

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Gulf Shores & Orange Beach Tourism frequently makes available additional marketing opportunities, such as publication and special section advertising, travel show co-ops, lead generation, referrals, inquiry lists, tourism seminars and more. As these new opportunities become available, our Industry Partners are notified and extended the opportunity to participate via email invitations. Be sure to add GulfShores.com to your safe senders list to avoid missing these valuable communications.



<b>ALABAMA SCHOOLS</b>	<b>Schools Open</b>	<b>Fall Break</b>	<b>Winter Break</b>	<b>Spring Break</b>	<b>Summer Break</b>
Spring Hill College	Aug 22	Oct 10-11, Nov 23-25		Feb 27-Mar 3	May 9
Troy University	Aug 15	Nov 21-25		Mar 6-10	May 10
University of Alabama at Birmingham	Aug 24	Nov 23-25		Mar 13-17	Apr 28
University of Alabama	Aug 17	Oct 27-28, Nov 24-25		Mar 13-17	May 5
Auburn University	Aug 16	Nov 21-25		Mar 13-17	May 5
Tuscaloosa County Schools	Aug 11			Mar 13-17	May 25
University of South Alabama	Aug 16	Oct 6-7, Nov 23-25		Mar 13-17	May 5
Madison County Schools (Huntsville)	Aug 3			Mar 13-17	May 25
University of Mobile	Aug 22	Oct 5-7		Mar 13-17	May 10
Faulkner University	Aug 15	Nov 21-25		Mar 20-24	Apr 28
Montgomery County Schools	Aug 10			Mar 20-24	May 25
Huntingdon College	Aug 22	Nov 21-25		Mar 27-31	May 8
Jefferson County Schools (Birmingham)	Aug 11			Mar 27-31	May 25
Hoover City Schools	Aug 11			Mar 27-31	May 26
Baldwin County Schools	Aug 22	Nov 21-25	Feb 27-28	Mar 27-31	May 25
Faulkner State Community College	Aug 22	Nov 21-25	Feb 27-28	Mar 27-31	May 12
Shelby County Schools	Aug 9			Mar 27-31	May 25
Mobile County Schools	Aug 10	Nov 21-25	Feb 27-Mar 3	Apr 10-14	Jun 2
Satsuma City Schools	Aug 4	Nov 21-25	Feb 27-Mar 1	Apr 10-14	May 24
<b>STATE SCHOOLS &amp; COLLEGES</b>	<b>Schools Open</b>	<b>Fall Break</b>	<b>Winter Break</b>	<b>Spring Break</b>	<b>Summer Break</b>
State of Indiana K-12	Jul 28-Aug 1, 10, 15			Feb 17-20, Mar 27-31, Apr 3-7	May 19, May 25-Jun 7
Xavier University of Louisiana	Aug 22	Oct 6-7, Nov 23-25		Mar 6-10	May 5
University of South Carolina	Aug 18	Oct 13-14, Nov 23-25		Mar 6-10	May 6
University of Memphis	Aug 22	Oct 8-11, Nov 23-25		Mar 6-10	May 4
Baylor University	Aug 22	Oct 21-23, Nov 23-27		Mar 6-10	May 9
University of Florida	Aug 22	Nov 23-25		Mar 6-10	Apr 29
University of Georgia	Aug 11	Nov 21-25		Mar 6-10	May 4
Vanderbilt University	Aug 24	Oct 13-14, Nov 21-25		Mar 6-10	May 6
State of Missouri K-12	Aug 16-17		Feb 17-20	Mar 10-17, 20-24	May 23-26
State of Tennessee K-12	Aug 3, 8, 11			Mar 10-17, 16-27, 17-24	May 23, 25, 26
State of Minnesota K-12	Aug 29, Sep 6		Feb 20-21	Mar 10-17, 27-31, Apr 3-7, 10-14	Jun 8, 9, 13
Southern Methodist University	Aug 22	Oct 10-11, Nov 24-25		Mar 13-17	May 17
State of Texas K-12	Aug 1, 22			Mar 13-17	May 25, Jun 1, 2
State of Iowa K-12	Aug 23, 24			Mar 13-17	May 24, 31, Jun 1
University of West Florida	Aug 22	Nov 24-25		Mar 13-17	May 8



STATE SCHOOLS & COLLEGES	Schools Open	Fall Break	Winter Break	Spring Break	Summer Break
University of Tennessee	Aug 17	Oct 6-7, Nov 24-25		Mar 13-17	May 9
University of Mississippi	Aug 22	Nov 21-25		Mar 13-17	May 12
University of Southern Mississippi	Aug 24	Oct 20-21, Nov 23-25	Feb 27-28	Mar 13-17	May 11
Mississippi State University	Aug 16	Oct 13-14, Nov 23-25		Mar 13-17	May 12
Indiana State University	Aug 23	Nov 21-25		Mar 13-17	May 12
Texas A&M	Aug 24	Nov 24-25		Mar 13-17	May 13
Texas Tech University	Aug 29	Nov 23-25		Mar 13-17	May 17
University of Kentucky	Aug 24	Nov 23-25		Mar 13-17	May 5
Texas Christian University	Aug 22	Oct 7-11, Nov 23-25		Mar 13-17	May 13
Texas Southern University	Aug 22	Nov 24-25		Mar 13-17	May 5
Texas State University	Aug 29	Nov 23-25		Mar 13-17	May 11
University of Houston	Aug 22	Nov 23-25		Mar 13-17	May 15
University of North Texas	Aug 29	Nov 24-25		Mar 13-17	May 12
University of Texas	Aug 24	Nov 23-25		Mar 13-17	May 16
Florida State University	Aug 29	Nov 23-25		Mar 13-17	May 6
University of Louisville	Aug 22	Oct 3-4, Nov 23-25		Mar 13-17	May 2
State of Mississippi K-12	Aug 4, 8, 16			Mar 13-17, Apr 10-17	May 19, 24, 31
Pensacola State College	Aug 15	Nov 23-25		Mar 20-24	May 8
State of Arkansas K-12	Aug 15			Mar 20-24	May 26
Arkansas State University	Aug 22	Nov 21-25		Mar 20-24	May 10
Georgia Tech	Aug 22	Nov 23-25		Mar 20-24	May 5
State of Michigan K-12	Sept 6		Feb 20-24	Mar 24-31, Apr 3-7	Jun 7, 16
University of Arkansas	Aug 17	Oct 17-18, Nov 23-25		Mar 27-31	Jun 15
University of Missouri	Aug 22	Nov 21-25		Mar 27-31	May 13
Tulane University	Aug 29	Oct 13-14, Nov 23-25	Feb 27-28	Mar 27-31	May 13
State of Illinois K-12	Aug 17, Sept 6			Mar 27-31, Apr 7-14	May 26, Jun 20
State of Kentucky K-12	Aug 10, 17		Mar 10-13	Mar 30-Apr 7, Apr 3-7, 10-14, 10-17	May 19, 24, 25, 26
State of Wisconsin K-12	Sep 1			Apr 10-14, 14-21	Jun 8, 9, 12
State of Louisiana K-12	Aug 8, 10, 11, 15, 23		Feb 27-Mar 1, 3	Mar 27-31, Apr 10-17, 14-21	May 19, 23-25, Jun 9
State of Ohio K-12	Aug 15, 17-18, Sep 1		Jan 13-16, Feb 17-20	Mar 27-31, Apr 14-21	May 25, 31, Jun 7
State of Georgia K-12	Aug 1, 8		Feb 17-20, 20-24	Apr 3-7	May 24, 25
Louisiana State University	Aug 22	Oct 6-7, Nov 23-25	Feb 27-28	Apr 10-14	May 6
Grambling State University	Aug 22	Nov 23-25	Feb 27-Mar 1	Apr 10-17	May 5
Southeastern Louisiana University	Aug 17	Oct 13-14, Nov 23-25	Feb 27-Mar 3	Apr 12-21	May 12
Loyola University	Aug 22	Oct 10-11, Nov 23-25	Feb 27-Mar 3	Apr 13-17	May 22
University of Louisiana at Monroe	Aug 22	Oct 20-21, Nov 23-25	Feb 27-Mar 1	Apr 14-21	May 15

Become a Gulf Shores and Orange Beach Sports Commission sponsor and get in the game. As a Sports Commission sponsor your business gains exposure with thousands of visiting athletes, coaches, fans and their families.



## It's a Whole Different State of Play

### Gulf Shores & Orange Beach Sports Commission

The Sports Commission relies on the support and participation of our many annual sponsors. The funding provided by these sponsorships allows the Sports Commission to bid on larger, more impactful events, to provide grants to existing events, and to grow participation levels for current events. In 2016 alone, the Sports Commission assisted in hosting 145 sporting events, resulting in 103,562 room nights and \$135 million in economic impact to the area and its businesses.

Each of our sponsorship levels provide opportunities for marketing your business not only to event organizers and athletes but also to their families, friends and fans. Some of the many benefits provided to our sponsors include:

- Website banner advertising driving sports participants to your website
- Listings on Sports Commission website promoting your business to sports participants
- Enhanced website listings showcasing your business to potential sports planners, their participants, fans and families
- Direct marketing opportunities to provide special offers to participants of sporting events
- Social promotions enticing followers and fans to visit your social sites and websites
- On-site event opportunities allowing you to meet face to face with your customers
- Print advertising in Welcome Book which is distributed year-round to sporting event participants

Annual sponsorships range from \$5,000 to \$40,000 depending on sponsor level selected. A portion of the sponsorship fee may be paid with in-kind services such as overnight stays and meals which are used to fulfill sporting event bids and host event planners on site visits. The cash portion of a sponsorship may be billed quarterly.

**Contact Michelle Russ, Director of Sales, to find out how to get in the game.**



**Michelle Russ, CSEE**

Director of Sales

Gulf Shores & Orange Beach Sports Commission

MRuss@GulfShores.com

251-974-4631





## Bringing Meetings to the Beach

### Meetings & Convention Sales

The meetings and conventions sales staff assists meeting planners with everything from meeting venue and lodging selections, to dining, team-building and free-time activities. Group sizes range from ten to 2,000, so even a small business can benefit from working with us.

Here are a few ways you can become involved with meetings and conventions:

- Lodging partners can receive group leads via our Industry Partner website at [MyGSOBT.org](http://MyGSOBT.org).
- Accommodations can host planners during FAM trips and site visits. It's a great way to show off your property while planners are considering their options.
- Do you have an unusual or creative meeting space? Let us know!
- Groups enjoy sampling the local flavors at area restaurants, and many meeting planners turn to local restaurants to cater their meals.
- Attractions, golf and other off-site activities are great team building opportunities, and are popular options for spouse and family outings.

**To learn more about getting involved with upcoming meetings and conventions, please contact Beth Gendler, VP of Sales.**



**Beth Gendler, CMP, CDME**  
Vice President of Sales  
[BGendler@GulfShores.com](mailto:BGendler@GulfShores.com)  
251-974-4620



Put your business in front of our leisure visitors when you participate in co-op advertising and sweepstakes opportunities targeted at new audiences. Reach those guests already in the destination by displaying your collateral materials in our Welcome Centers.

Enclosed

*Just For You*

Collateral display guidelines  
Co-op advertising opportunities



## *Co-op Advertising*

Gulf Shores & Orange Beach Tourism periodically offers co-op advertising to our Industry Partners. These digital and print co-ops provide deeply discounted advertising opportunities online and in several regional and national publications. Our Industry Partners are notified and extended the opportunity to participate via email invitations. Be sure to add GulfShores.com to your safe senders list to avoid missing these valuable communications.

## *Collateral Display in our Welcome Centers*

Put your business on display for the more than 100,000 guests who visit our Welcome Centers each year. Industry Partners may display collateral material free of charge in one or both of our centers. We've enclosed the guidelines for participation.

## *Welcome Center Lecture and Showcasing Series*

Each year in January and February, we host a popular lecture series and showcasing series in our Welcome Centers. Topics include the arts, nature, history, and more. If you are interested in being a guest speaker, please contact Susan Brush at 251-968-9325.



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**Want to know more?**

Contact Jeff Rodewald  
JRodewald@GulfShores.com

251-228-2629





## WELCOME CENTER COLLATERAL DISPLAY



Each year, more than 100,000 guests visit our Welcome Centers seeking lodging options, activities, attractions, restaurants and events to enjoy while vacationing in our destination. Our Industry Partners may display collateral material free of charge in our centers. Here's how to make the most of this valuable marketing opportunity.

### ELIGIBILITY FOR DISPLAY

Display space is available to any licensed business in our district (Gulf Shores, Orange Beach, unincorporated areas of Fort Morgan) who offers products or services of interest to area visitors. Collateral that markets lodging units outside of our identified tax districts, even if in conjunction with lodging inside our area, are prohibited.

Lodging partners must be registered with the State of Alabama as a lodging tax collector and should be in good standing as such. Lodging collateral materials may market only short-term lodging and rentals that are subject to lodging tax.

Brochures for regional tourist attractions located outside our stated tax districts, and within 50 miles of our Welcome Centers, may be accommodated if space is available.

**Only collateral that adheres to our display standards will be approved for display. Please email a proof for approval to [KChapman@GulfShores.com](mailto:KChapman@GulfShores.com), or take a copy to either Gulf Shores or Orange Beach Welcome Center.**

### COLLATERAL DESIGN SUGGESTIONS

- A vertical layout will display well in our brochure racks
- Clear and distinct type fonts are best
- Use of full color photography adds visual appeal
- Brochure paper weight should be a minimum of 80 lb. text  
Rack card paper weight should be a minimum of 100 lb. cover
- Brochure and rack card **width** should be no smaller than 3.5", and no more than 4"  
Brochure and rack card **height** should be no smaller than 8.5", and no more than 9"
- Magazine-sized vacation rental guides or tourism guides are accepted if space is available  
Guides should be no smaller than 5.5"x8.5", and no larger than 9"x12"
- Please note that material in bad taste is prohibited

### COLLATERAL PACKING AND DELIVERY INSTRUCTIONS

Please provide a quantity of 600 of your collateral items two to three days before your desired display date. Event related collateral should be available two to three months prior to the event for the greatest exposure.

Deliver collateral materials to one or both of our Welcome Centers listed below. Boxes should not exceed thirty (30) pounds each and should be labeled with contents and quantity.

Display space may be limited and will be filled on a first-come, first-served basis.



## FLYERS

Bulletin board space is available in the Orange Beach Welcome Center for short-term display of Industry Partner flyers. Flyers should be of interest to area visitors and should promote seasonal events. The design should be tasteful and family-friendly. Flyers should be no larger than 8.5"x11" and no smaller than 4"x6". Our Gulf Shores Welcome Center will begin display of digital flyers in early 2017. Specs for digital flyers will be available at MyGSOBT.

## POSTERS

A limited amount of display space is available for special event posters. No more than one poster is allowed per Industry Partner and space is filled on a first-come, first-served basis. Please limit the poster to letter size (8.5"x11"), legal size (8.5"x14"), or ledger size (11"x17"). Posters will be discarded following the event date. Our Gulf Shores Welcome Center will begin display of digital posters in early 2017. Specs for digital posters will be available at MyGSOBT.

## COUPONS

Coupon and coupon book display space is also available to our Industry Partners. Single coupons should be printed on card stock and should be no larger than 4" wide and 9" tall. Coupon books should be no larger than 8.5"x11". Expired coupons and coupon books will be recycled or destroyed.

## MENUS

Restaurants may provide pre-folded menus for display, provided they adhere to brochure guidelines, including the minimum paper weight and size. Tri-fold brochure format is recommended for large menus. All should prominently display the restaurant name on the front.

## WELCOME CENTER LOCATIONS

### GULF SHORES

3459 Gulf Shores Pkwy.  
Gulf Shores, AL 36542

### ORANGE BEACH

23685 Perdido Beach Blvd.  
Orange Beach, AL 36561



**GULF SHORES &  
ORANGE BEACH  
TOURISM**

### Questions?

Contact Kim Chapman  
KChapman@GulfShores.com  
251-968-9319

## Enclosed *Just For You*

### Public Relations How-To's Viewing Your Press Coverage



The public relations staff of Gulf Shores & Orange Beach Tourism work with visiting media and travel writers to experience all that our area has to offer. The resulting media coverage provides valuable exposure for our destination and area businesses.

### PRESS TRIPS

Partner with our public relations department to host travel journalists and bloggers on group or individual press trips, where these media members are featuring local businesses. Press trip hosting opportunities are communicated via email.

### PRESS COVERAGE

We continually monitor the media for stories about our destination and area businesses. As a service to you, we compile and post these press clips about your business under "Press Mentions" in the Benefits section of your MyGSOBT account. We've enclosed instructions for viewing the press clips for your business.

### PR PROS

PR Pros is an annual public relations workshop for PR professionals as well as those whose job duties include handling media inquiries, press trip requests and crisis communications. During this one-day workshop, you'll learn from industry experts on how to work with media and improve communications.

### MEDIA ATTRACTIONS CARD

Our new Media Attractions Card program assists travel journalists who want to explore our destination at their own pace. The program provides a card with logos of participating attractions who agree to waive admission fees for the journalist (ONLY the journalist; not family or others traveling with him/her). Attractions interested in participating should contact Kay Maghan.



**Kay Maghan**

Public Relations Manager  
KMaghan@GulfShores.com  
251-974-4625



**Ally Dorrough**

Public Relations Coordinator  
ADorrough@GulfShores.com  
251-968-9327



**Mary Sergeant**

Public Relations Coordinator  
MSergeant@GulfShores.com  
251-974-4605



**GULF SHORES &  
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It's a Whole Different State

**STAY INFORMED** To receive our media email notifications for information about upcoming press trips, opportunities for hosting media, press coverage of your business, and public relations training opportunities, email any member of the PR team.

# People are talking!

## VIEWING PRESS COVERAGE ABOUT YOUR BUSINESS



The public relations team at Gulf Shores & Orange Beach Tourism continually monitor all types of media for stories about our destination and its area businesses. For your convenience, we compile and post any media mentions of your business to your MyGSOBT account.

Here's how to view the media coverage your business has received:

- 1 Log into your MyGSOBT account at **GSOB.partners**
- 2 Click the person icon (**Member Profile**) on the far left side of the screen.
- 3 On the menu bar, select **My Benefits**.
- 4 From the options that appear, select **Press Mentions**.

Press coverage results for the current year are displayed, including the publication name and date, medium, circulation, journalist's name, and article headline. Print and web mentions are viewable.

In most cases, press coverage is included dating back to 2011, and can be searched by year and month.

**For questions, contact any member of the public relations team.**

**Kay Maghan**, Public Relations Manager  
KMaghan@GulfShores.com · 251-974-4625

**Ally Dorrough**, Public Relations Coordinator  
ADorrough@GulfShores.com · 251-968-9327

**Mary Sergeant**, Public Relations Coordinator  
MSergeant@GulfShores.com · 251-974-4605



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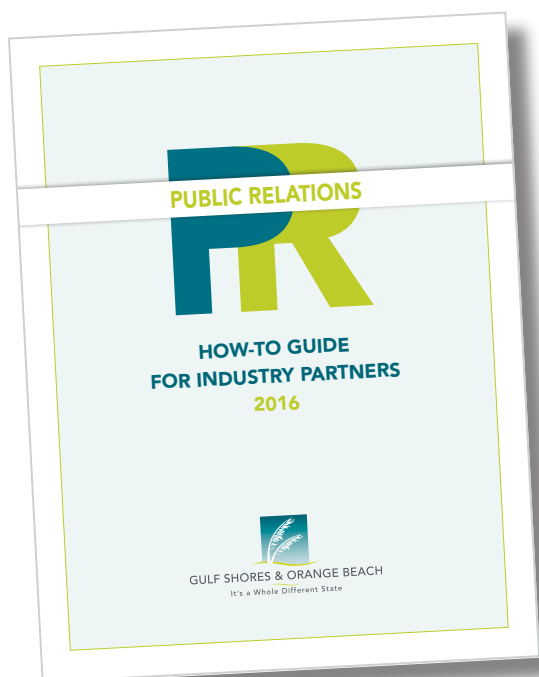


# With our compliments

## PR HOW-TO GUIDE FOR INDUSTRY PARTNERS



The **Public Relations How-to Guide for Industry Partners** was developed for those whose job includes working with media. It provides the following best practices and guidelines for effectively communicating your story:



- **Is it news?**  
Learn what makes a story newsworthy
- **Working with media**  
Tips for working and communicating with media
- **Associated Press (AP) style**  
The basics of AP writing style
- **Press releases**  
10 items to include when creating press releases
- **Publicizing your events**  
Tips for submitting your events to media
- **Share your story**  
Four ways to share your story with AL.com
- **Media listing**  
A listing of local media contacts

Contact any member of the public relations team to request a copy.

**Kay Maghan**, Public Relations Manager · [KMaghan@GulfShores.com](mailto:KMaghan@GulfShores.com) · 251-974-4625

**Ally Dorrough**, Public Relations Coordinator · [ADorrough@GulfShores.com](mailto:ADorrough@GulfShores.com) · 251-968-9327

**Mary Sergeant**, Public Relations Coordinator · [MSergeant@GulfShores.com](mailto:MSergeant@GulfShores.com) · 251-974-4605



# Looking for opportunities to improve?

Each year Gulf Shores & Orange Beach Tourism hosts meetings and classes where you'll learn about industry trends and forecasts, marketing opportunities, new technologies and more. Join us and elevate your expertise. **Watch your email for event details and registration information.**



## MARKETING SQUARE TABLE

Quarterly

Hear from industry leaders about travel trends, forecasts and research, as well as updates on advertising, promotional opportunities, programs, website updates and more. Free of charge. Reservations required.

## DIGITAL MARKETING SUMMIT

March

Leaders in the field of digital marketing present advancements in this ever-changing realm. At this annual summit, learn how your business can harness the power of the internet and social media to attract and retain visitors. Free of charge. Reservations required.

## PR PROS

December

This annual event is for public relations professionals as well as those whose job duties include handling media inquiries, press trip requests and crisis communications. Hear from industry experts how to work with media and improve communications. Free of charge. Reservations required.

## TOURISM SUMMIT

May

All sectors of our hospitality community are invited to join in this annual summit for an overview of tourism results, find out about current and future strategies, and learn about programs from both the local and state level. Free of charge. Reservations required.

## SOCIAL MEDIA UNIVERSITY

Spring and Fall

These full-day sessions immerse students into a variety of social media channels, beginning at a very basic level and continuing through to Insights and how to use them. A fee is charged for the course.

## STS MARKETING COLLEGE

August

For one week in August each year, tourism industry professionals from all over the Southeast meet at the University of North Georgia for the Southeast Tourism Society's Marketing College. Scholarships are available for the three year course.

Our monthly newsletter, Partner Post, is a great way to stay informed of new learning opportunities. Subscribe online at **MyGSOBT.org**.



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**Questions?** Contact Jeff Rodewald  
JRodewald@GulfShores.com  
251-228-2629





# LEAVE ONLY FOOTPRINTS

DOWNLOAD THIS  
FLYER AND OTHER  
RESOURCES AT  
GSOB.Partners  
Resource Center

## We know you love our beach!

Each of us is responsible for protecting and preserving it, and the cities of Gulf Shores and Orange Beach strive to provide a safe, clean, family-friendly environment for everyone visiting. To help you do your part, here are some tips for enjoying our coast responsibly, along with some rules, regulations and resources.

## Beach Rules & Regulations

The following are regulated by local, state or federal laws or ordinances that are enforced on our beaches. Enjoying our coastline responsibly ensures a more positive experience for you and helps ensure the safety of all our visitors and the sustainability of our natural resources.



Any structures or equipment left on the beach an hour after sunset will be removed and disposed of by beach patrol (except for permitted beach services).



Individual lodging properties and land owners may allow tents and shelters in designated areas during the day. Learn the rules for your stretch of beach.



### These items are not allowed on our beaches:

- ✗ Glass containers
- ✗ Metal shovels or excessive digging
- ✗ Litter
- ✗ Tents or structures larger than 10' X 10'
- ✗ Overnight camping
- ✗ Fireworks
- ✗ Firearms
- ✗ Fires
- ✗ Pets
- ✗ Vehicles



Keep off the dunes. Staying off the dunes will help us to preserve our dune system and the habitat it provides. Use beach walkovers and boardwalks where provided.



Observe and obey the Beach Warning Flag System. (See right.) Double red flags mean the waters are closed for your safety.



Be respectful of private property beyond the bounds of your lodging property.

Call **251-968-TIDE (8433)**  
or **251-981-SURF (7873)**  
for current  
surf conditions.

## Beach Warning Flag System



**Low Hazard**  
Calm Conditions,  
Exercise Caution



**Medium Hazard**  
Moderate Surf and/or  
Currents



**Dangerous  
Marine Life**



**High Hazard**  
High Surf and/or  
Strong Currents



**Water Closed  
to the Public**

For more sustainability resources, information on updated city rules and regulations and the latest from [www.cleanisland.org](http://www.cleanisland.org). Leave only footprints!





## LEAVE ONLY FOOTPRINTS



### Preserving Our Resources

We want to preserve the incredible beauty and health of our beaches so we can all enjoy our coastal resources for years to come. While you are here, you can help to protect the Island by doing the following during your stay:



Dispose of all your trash and garbage properly. You can even pick up others' trash along the way. Fish, birds, sea turtles and mammals can become entangled in fishing line. Plastic bags floating in the water resemble jellyfish; sea turtles can mistakenly eat them. You could even plan a visit during the Annual Coastal Cleanup each September. Help keep our beaches clean.



Recycle – Put your recyclable items in the blue recycling cans, where provided.



Avoid walking on vegetation; plant roots hold the fragile dunes together.



Explore away from bird nesting areas. Human presence can frighten adult birds causing them to leave their young unattended. Nests may be located in the ground and camouflaged to resemble the surrounding environment; you can easily step on them.



Invest in a reusable bag to carry your shopping purchases to avoid using plastic bags. You'll be stylish and create less waste!



Keep the natural ecosystem intact by not digging holes and by avoiding the removal of shells, driftwood or other items you may find during your island explorations.





## LEAVE ONLY FOOTPRINTS

The new Leave Only Footprints initiative being undertaken by the cities of Gulf Shores and Orange Beach is an extremely positive effort for the safety, sustainability and marketability of our beaches.

You also play a role in the communication and execution of this effort. To assist you, we've developed materials you can use to share the message with your customers.

### FLYERS, SIGNS AND ADS

Digital versions of flyers, signs and print and online ads are available on our website for your download and use. You can also spread the word by promoting the Clean Island website and sharing the effort's social posts. Links are provided on our website in the Flyers section.

**Download materials in the Resources section of GSOB.Partners.**

### BROCHURES, BUTTONS AND MAGNETS

We have also made available at no cost to you, printed Leave Only Footprints brochures and magnetic buttons for your staff. Refrigerator magnets will also be available in the near future. You may request these materials at **GSOB.Partners**. Simply complete the online form to submit your request.

For specific questions about available communications resources and messaging, contact our Community Liaison Jeff Rodewald, at 251-974-4604. For more information about the specifics of enforcement, contact Gulf Shores Public Works or the Orange Beach Coastal Programs office.



**Questions?** Contact Jeff Rodewald  
JRodewald@GulfShores.com  
251-228-2629



**GULF SHORES &  
ORANGE BEACH**  
It's a Whole Different State

Your partnership with Gulf Shores & Orange Beach Tourism provides the opportunity to promote your specials, deals and events on our website.



Enclosed

*Just For You*

How to submit deals and specials  
How to submit events

## *Listing your deals and specials*

Everybody loves a good deal, and our deals page is one of the most popular on our website. All types of Industry Partners can take advantage this opportunity, from restaurants and accommodations, to attractions and entertainment.

Although your business can have only one deal or special per category on our site at any given time, you may submit your offers for the entire year at once and may specify the dates your offer is promoted on our site. It's an easy way to keep your promotions aligned with seasonal travel trends and provide offers and deals of most interest to our different market audiences.

Visit our deals page at **[GulfShores.com/packages-deals](http://GulfShores.com/packages-deals)** and see how other Industry Partners are using this valuable feature.

## *Promoting your events*

Upload your event details to our Calendar of Events and expand your reach to leisure travelers in the planning stages of their vacations, as well as those seeking entertainment options after their arrival. Your event listing includes the event name, dates and location. You can also include descriptive text and a photo or logo. Be sure to list your event early for maximum exposure.

Visit our Calendar of Events at **[GulfShores.com/things-to-do/calendar-events](http://GulfShores.com/things-to-do/calendar-events)** and see how others are promoting their events.

**We've enclosed instructions for uploading your deals, specials and events.**

**Should you need assistance or have any questions,  
please call Jeff Rodewald at 251-228-2629.**



**GULF SHORES &  
ORANGE BEACH**

It's a Whole Different State

**Need help?** Contact Jeff Rodewald

[JRodewald@GulfShores.com](mailto:JRodewald@GulfShores.com)

251-228-2629



# UPLOAD A SPECIAL OFFER

Sign in to MyGSOBT using your username and password. Once you have logged in, you will be on the Welcome Page. Your specific login info is at the top of the page and the navigation icons are on the left side of the page.

1. To post a special offer, choose the **Collateral** symbol.
2. Click **Special Offers** to post your offer.
3. On the Special Offers page, click the **Add Offer** button.
4. On the Offer page, describe and provide the details for your offer.

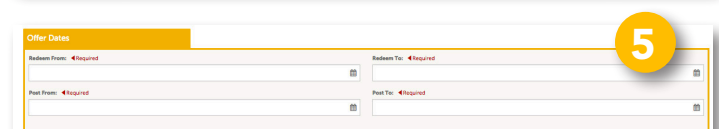
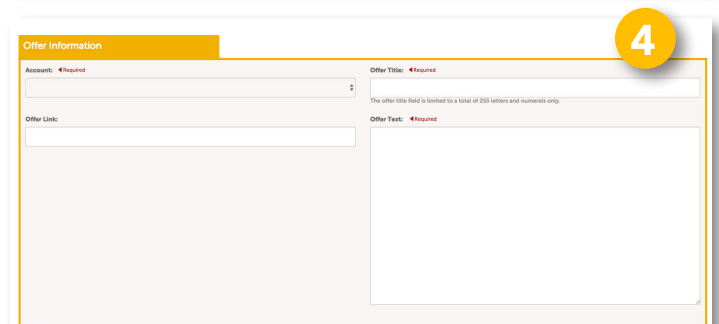
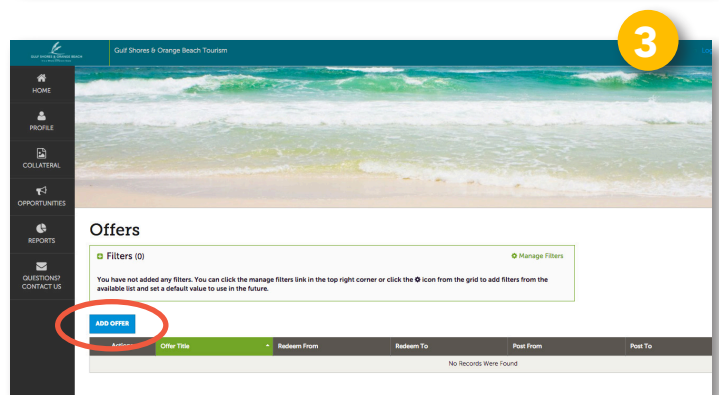
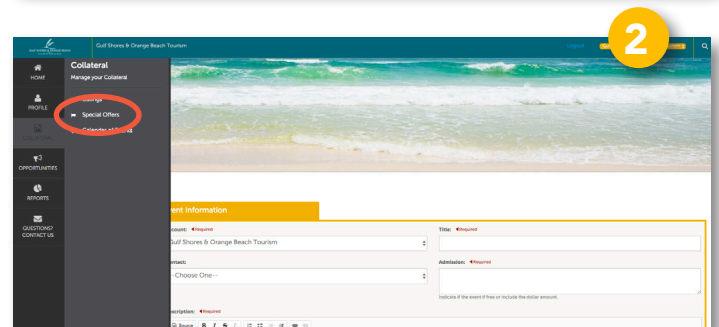
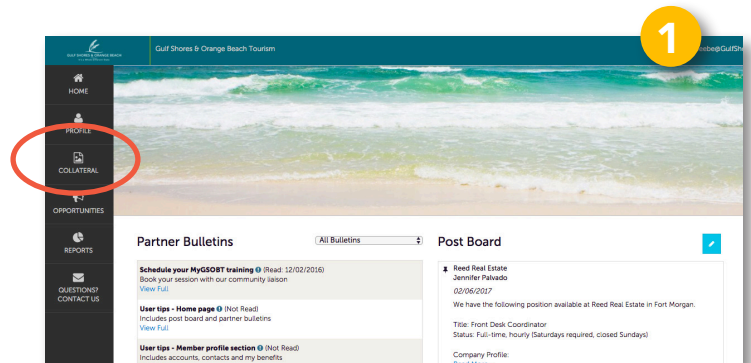
**Account:** The account name will self-populate with your business account.

**Offer Title:** The name of your offer. Please note the offer title field is limited to letters and numbers only. (Ex. Five dollars off meal for all guests)

**Offer Link:** The external link to your offer, if available.

**Offer Text:** Describe the offer in detail. (Ex. \$5 off meal for each guest who purchases an entrée.)

5. Scroll down to **Offer Dates**. Insert the dates the offer is valid. Insert the dates the offer will be promoted to our site. Please note that you may submit offers for the entire year at one time, but may have only one offer per category available at any given time.



## Upload a Special Offer continued

6. Scroll down to **Offer Categories**. Choose the category that best fits your offer.

7. Scroll down to **Offer Listings** and **General**. Under Offer Listings, please choose your business.

Under the General section, please include the following information:

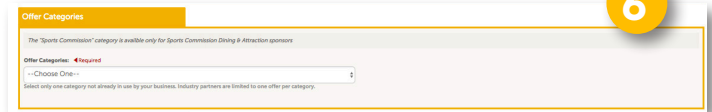
*Disclaimer:* Include any restrictions. (Ex. Not valid with other offers)

*Rates:* Include the amount the offer is worth. (Ex. \$5.00). A dollar amount is required.

*Offer Code:* If you have a code for tracking purposes, include it here. (Ex. SPRING01)

8. Scroll down to **Offer Type**. Select Leisure and Package Deals and/or Gulf Beaches App. If you would like your offer to appear on both platforms, please select both options. You do not have to submit your offer twice.

9. Click **SAVE** to upload your offer and exit the page. Once the offer is uploaded and approved, it will be available on our site for the dates submitted.



6

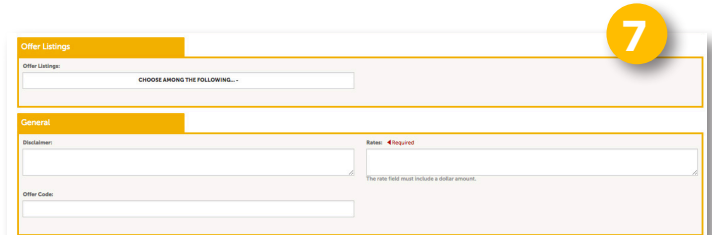
**Offer Categories**

The "Sports Commission" category is available only for Sports Commission Dining & Attraction sponsors.

**Offer Categories:** \*Required

---Choose One---

Select only one category not already in use by your business. Industry partners are limited to one offer per category.



7

**Offer Listings**

Offer Listings: CHOOSE AMONG THE FOLLOWING...

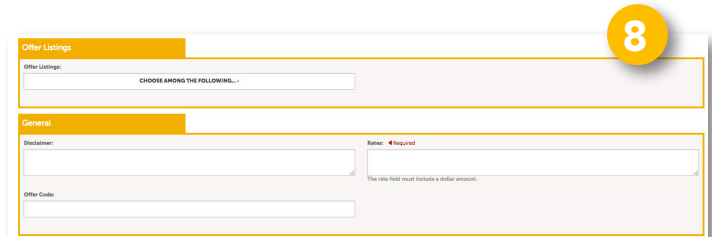
**General**

Disclaimer:

**Rates:** \*Required

The rate field must include a dollar amount.

Offer Code:



8

**Offer Listings**

Offer Listings: CHOOSE AMONG THE FOLLOWING...

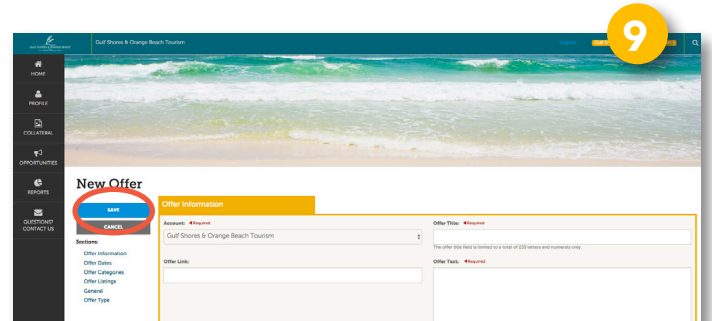
**General**

Disclaimer:

**Rates:** \*Required

The rate field must include a dollar amount.

Offer Code:



9

**New Offer**

**SAVE** **CANCEL**

**Business:** Gulf Shores & Orange Beach Tourism

**Offer Information:**

**Offer Title:** \*Required

**Offer Description:**

**Offer Link:**

**Offer Type:** \*Required

This offer will need to be submitted to a group of 1000 members and members only.



**Need help?** Contact Jeff Rodewald  
JRodewald@GulfShores.com  
251-228-2629



# UPLOAD AN EVENT

Sign in to MyGSOBT using your username and password. Once you have logged in, you will be on the Welcome Page. Your specific login info is at the top of the page and the navigation icons are on the left hand side of the page.

1. To post an event, choose the **Collateral** symbol.
2. Click **Calendar of Events** to post your event.
3. On the Calendar of Events page, click the **Add Event** button.
4. On the New Event page, describe and provide the details for your event.

**Account:** The account name will self-populate with your business account.

**Title:** The name of your event.

**Contact:** The person to contact for information about your event.

**Admission:** The cost of attending your event. Please indicate if the event is free or include the dollar amount.

**Description:** Details about your event. Please use complete sentences.

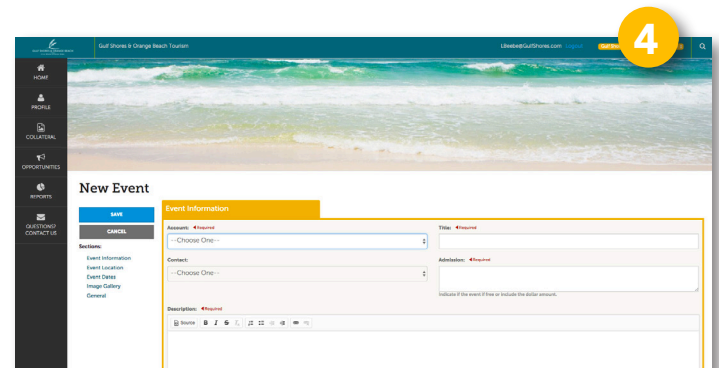
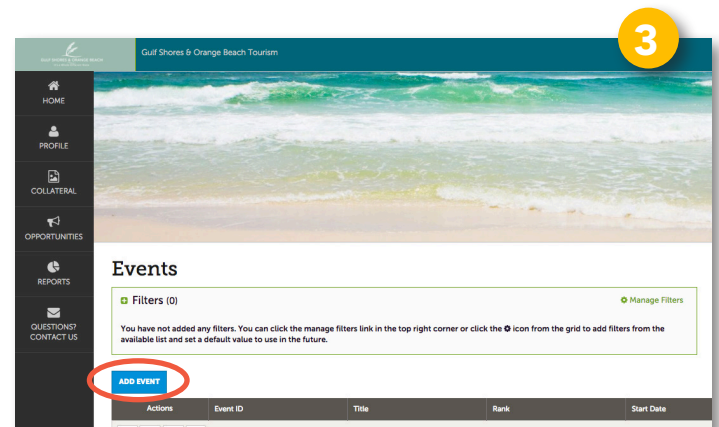
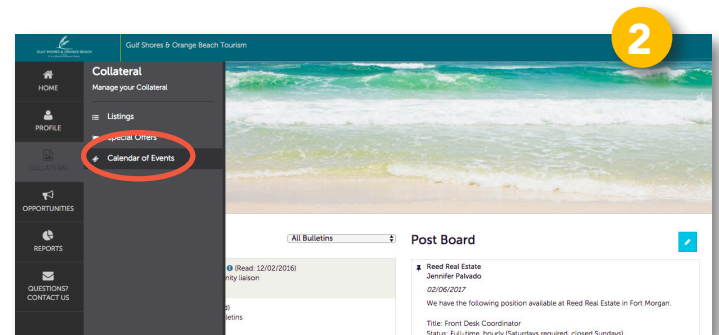
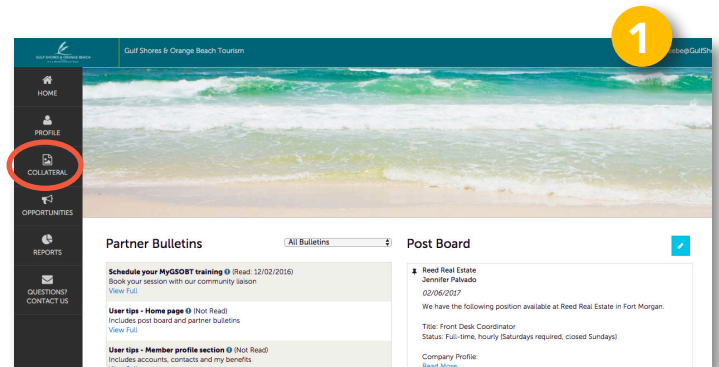
**Email:** The email field should include the email address for the event contact, such as info@events.com.

**Priority:** Please choose N/A.

**Website:** Include your company or organization's website.

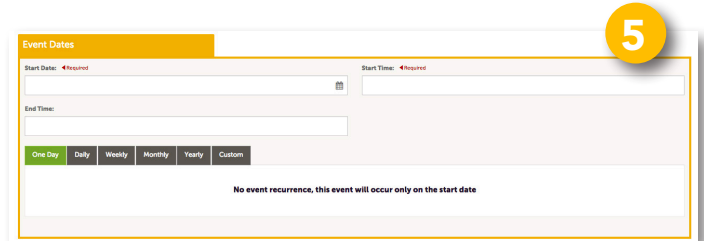
**Phone:** The phone number for the event contact.

**Host Organization Listing:** Please choose either of the two options.



## Upload an Event continued

5. Scroll down to **Event Location**. Insert the venue name and complete address.
6. Scroll down to **Event Dates**. Insert the start date, start time and end date of your event. Also include the recurrence of your event.
7. Scroll down to **Image Gallery**. Insert any photography you would like to include from past events. Please do not upload text or logos in the image gallery.
8. Scroll down to **General**. If your event requires the purchase of tickets, please include your ticket URL.
9. Click **SAVE** to upload your event and exit the page. Once the event is uploaded and approved, it will be available on our site.



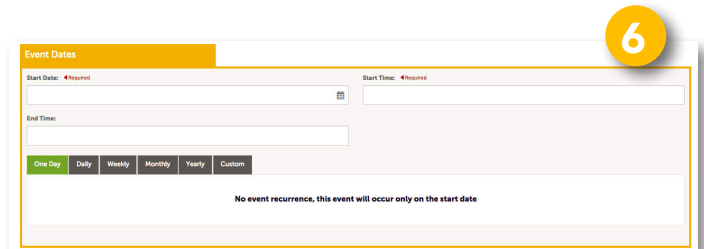
**Event Dates**

Start Date:  Start Time:

End Time:

One Day Daily Weekly Monthly Yearly Custom

No event recurrence, this event will occur only on the start date



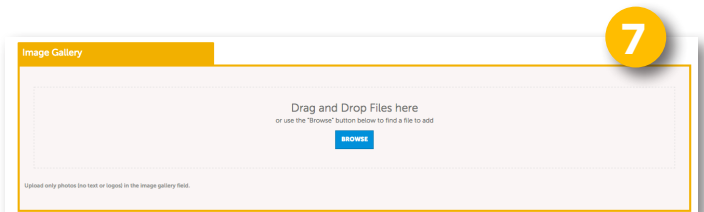
**Event Dates**

Start Date:  Start Time:

End Time:

One Day Daily Weekly Monthly Yearly Custom

No event recurrence, this event will occur only on the start date

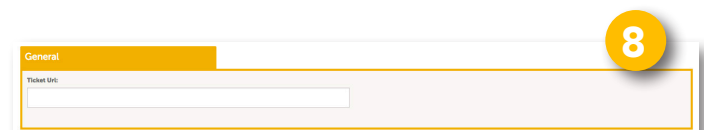


**Image Gallery**

Drag and Drop Files here  
or use the "Browse" button below to find a file to add

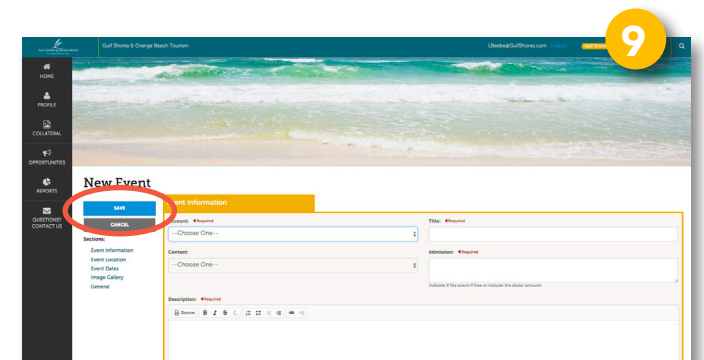
[Browse](#)

Upload only photos (no text or logos) in the image gallery field.



**General**

Ticket URL:



**New Event**

[SAVE](#) [CANCEL](#)

**Event Information**

Event:

Section:

Event Information:

Event Location:

Event Date:

Image Gallery:

General:

Event:

Section:

Event Information:

Event Location:

Event Date:

Image Gallery:

General:



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