



FREE Packaging Opportunity: River City Showdown

If you are interested in offering packages for the River City Showdown - Florida State vs. Colorado, September 27, 2008 please fill out the attached information and return to Katie Kurycki at Visit Jacksonville.

Interested in offering package (please check): yes no

Hotel Name: _____

Contact: _____

Phone: _____ E-mail: _____

Please enter a 50-word description of the package you will offer (anything more than 50 words will be cut to fit). Please allow for only **3** bullet points:

Booking instructions/link to website. Please ensure you include a landing page on your site:

- Packages will go live on the Visit Jacksonville website immediately www.visitjacksonville.com/showdown
 - Goal: Partners to offer added values, additional nights for free, breakfast, tickets to attractions, either included in rate or at a discount. Partners may also simply offer a River City Showdown rate. (please see attached document)
 - Partners to price their offers competitively, and keep in mind the current mindset of the consumer who is looking for incentives and value. Rates offered should be compelling.
 - Visit Jacksonville will create a landing page for River City Showdown at visitjacksonville.com/showdown. Partner offers will be loaded on the special landing page
- Please respond to Katie Kurycki at 904.421.9160, fax at 904.798.9103 or kkurycki@visitjacksonville.com.

with links to participating partner website and booking engine. Partners must have a designated River City Showdown offer to participate. Landing page will also have links to office of special events website, and links to other sites that provide information on things to do and see for visitors.

- *Please see attached information on the Visit Jacksonville Strategy for this event

Please respond to Katie Kurycki at 904.421.9160, fax at 904.798.9103 or kkurycki@visitjacksonville.com.