



Weston-super-Mare Hotels & Restaurants Association Preferred Suppliers The 2011-2012 Program

Level 1 - Premier Preferred Supplier (PPS) – cost £500 pa

This is our flagship level and we endeavour to work closely with up to eight PPS throughout the year to ensure their services are highly recommended to our members. There is a systematic monthly email advertising presence tailored to the suppliers marketing plan to highlight their products, goods and services and current deals and discounts.

The PPS includes the following:

- Home page logo on the WHRA website with links to capture website traffic from our busiest webpage e.g. <http://www.wsm-hra.org>
- Monthly email communications to our members with hyperlinks to PPS website and email links.
- General listing on our website with all of our Preferred Suppliers

Level 2 - Enhanced Preferred Supplier (EPS) – cost £250 pa

This is our second level service. We intend to work with up to ten EPS offering a quarterly email advertising program with all other EPS highlighting their products, goods and services.

The EPS includes the following:

- Quarterly email communications to our members with hyperlinks to EPS website and email links.
- General listing on our website with all of our Preferred Suppliers

Level 3 - Standard Preferred Supplier (SPS) – cost £100 pa

The SPS includes the following:

- General listing on our website with all of our Preferred Suppliers

Regards

Martin Slade

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