



## **GUIDELINES FOR MEDIA ASSISTANCE**

Thank you for your interest in professionally managed vacation rentals!

Our goal is to assist the working press in fully experiencing professionally managed vacation rentals and all of their benefits to guests and visitors, including convenient and spacious accommodations, value, dedicated guest services and more, courtesy of the Vacation Rental Managers Association.

To most effectively meet your editorial, photographic and/or broadcast needs, we ask your cooperation in following these guidelines when requesting consideration for a press trip opportunity:

- Please complete and email (or fax) back the following Media Visit Application Form.
- To qualify for host assistance, journalists must provide documentation/samples of recent clips, and/or copy of the publication, broadcast tape, and letter of assignment on letterhead from the media outlet you are representing. If applicable, the letter of assignment should include the name, title, telephone number and e-mail address of the assigning editor.
- Please specify the primary focus of your story, stating clearly the assistance you require, and whether there will be editorial mention of the Vacation Rental Managers Association or its Discover Vacation Homes initiative.
- Provide completed items to [Amanda.Patrick@ypartnership.com](mailto:Amanda.Patrick@ypartnership.com), fax at Amanda Patrick's attention to (407) 875-1115, or mail to: Ypartnership, 423 S. Keller Road, Suite 100, Orlando, Fla. 32810.
- After your trip, we request that you also provide us with an original copy of your resulting media coverage, as well as the expected publication/air date.
- Once confirmed on a trip, kindly notify us **immediately** if there is a change in your travel plans. If you choose not to participate or need to change or cancel your trip for any reason after your trip has been reserved, you will be responsible for the full price of any and all airline tickets reserved in your name.
- Members of the media are responsible for any incidental costs and personal items.

Members of the media can expect the following during a VRMA media visit. *Please note that services depend on the availability of VRMA members and their attraction partners, as well as interest and lead-time.*

- A complimentary stay in a professionally managed vacation rental, including:
  - Accommodations in one of the VRMA's member properties
  - Discounted or complimentary activities based on the availability of the attraction provider
  - Opportunity to interview the VRMA's executive team (Please arrange in advance)
- Special requests to be considered and arranged when possible when made in advance through your Ypartnership public relations contact.

***To be considered for a press trip opportunity, please contact:***

Amanda Patrick, Ypartnership Public Relations, (407) 838-1829, [Amanda.Patrick@ypartnership.com](mailto:Amanda.Patrick@ypartnership.com)



**MEDIA VISIT APPLICATION FORM**

**Contact Information**

Full name:

Writing name (if different than above):

Title:

Street address:

City/State/Zip:

Phone:

Fax:

E-mail:

**Emergency contact**

Name:

Relationship:

Phone #1:

Phone #2:

Street Address:

E-mail:

City/State/Zip:

**Assignment Details**

Do you have a definite assignment?

YES

NO

*If no, please list publications you will pitch your story to in the Assignment Notes section below.*

Name of Outlet(s):

Media Type:

Newspaper

Magazine

Website

Blog

Radio

Television

Newsletter

Guidebook

Other:

Circulation/Reach:

Frequency:

Audience:

Trade

Consumer

Demographics:

Anticipated Run/Airing Date:

Anticipated Length:

Story Objective (please list story angle and areas of interest):

Assignment Notes:

**Assistance Request**

Proposed dates of travel:

In what city/state/area are you interested in visiting?

What are you interested in experiencing during your trip?

Are there specific activities/tours/attractions/sites you want to visit?

What assistance are you requesting?

Accommodations

Admittance to Attractions

Airfare

Ground Transportation

Other:

Anticipated Accommodations:

# of Bedrooms:

# of Adults:

# of Children:

Ages of Children:

**References from Past Article Placements**

Name #1

Company:

Phone or Email:

Article focus/date:

Name #2:

Company:

Phone or Email:

Article focus/date:

Links to previous articles, if applicable:

**Other information**

Special requests / comments:

**By electronically signing my name below, I acknowledge that the above information is correct, and that I have read, understood, and agreed to comply with the terms and conditions stated in this contract.**

Applicant's e-signature:

Date: