

Bi Town Marketing Committee

2015/2016 Blog Post Application and Guidelines

The Bi Town Marketing Committee was created to foster an environment for collaboratively building visitor and new resident traffic to the Southern Vermont Deerfield Valley towns primarily through increased digital marketing. The comprehensive plan includes funding for independent blog posts featuring key activities in Southern Vermont Deerfield Valley towns identified by the Bi Town Marketing committee . Funded by a grant paid for by the 1% local option tax from the towns of Wilmington & Dover.

Blog authors are asked to submit a writing sample as well as a completed Key Activities interest form. The goal of the committee is to have a new blog post on a weekly basis. Blogs will be hosted on the Southern Vermont Deerfield Valley Chamber of Commerce website www.visitvermont.com

Guidelines for Blog Articles

1. Blog Content

- a. All content of blog posts will be composed of no less than 75% of original content.
 - b. Original Content 700-1000 words about Key Activity
 - c. Photo image files that authors own the rights to, if they believe they are applicable
 1. If author images are used, author must sign a release form for each image.
 - d. Link back to author's blog when applicable
1. Keywords in article must include:
 - a. Southern Vermont
 - b. Deerfield Valley
 2. Once all conditions have been met, and blog article has been accepted author will receive \$50 payment per blog article.

Please Complete this Application and submit digitally as an attachment to:
 Sharon Cunningham-Executive Director Southern Vermont Deerfield Valley Chamber of Commerce
 Sharon@visitvermont.com

Complete Applications include:

1. Writing Sample-This may include links to specific digitally published works.
2. Completed Key Activities Sheet
3. Signature/Date

Key Activities-Please indicate all activities you would be interested in creating a blog post about.

Double click on form below to open excel sheet to populate. Indicate interest with a “y” in the column box to the right of all key activities you are interested in writing about. Once you have indicated your interests, double click anywhere on the page outside of the borders of the excel sheet. Save file & submit with writing sample to address below

Category	I would like to blog about this activity	
Sports Winter		
Skiing (Nordic, Alpine, Telemark, Back Country)		
Snowmobiling		
Snow Shoeing		
Fat Biking		
Ice Skating		
Bird Watching		
Ice Fishing		
Lake		

Name of Author:

Signature:

Date:

Email address:

Phone: