Restaurants, inns, cafés & takeaways Publicity information





We are a White Rose Award winning Tourist Information Centre with the advantage of being right in the middle of Thirsk Market Place. To promote your food business we offer personal interaction with visitors and a high-performance website which is regularly accessed by people from all over the UK, Europe and as far away as China and Russia. Our webcam is regularly watched by an international audience showing whatever is going on in the Market Place, where there is also free Wi-Fi allowing easy access to all the information on the www.VisitThirsk.org.uk website.

We are a not-for-profit organisation, run entirely by local unpaid volunteers with great knowledge of Thirsk and surroundings, and enormous enthusiasm for the whole area. We want to assist businesses, attractions, local people and tourists, yet have no funding from any agency or authority. At a time when councils all over the country are closing tourist information centres, we are one of the few that are expanding our services to the benefit of visitors, residents and North Yorkshire businesses.

We offer you a **Premium listing** on our website including a photograph of your restaurant, inn, café or takeaway, your address, telephone number and clickable links to your own website and email. We will make use of your own information, which we will update at any time on request. There will be a printable Ordnance Survey map of footpaths surrounding your premises. We send you a regular update of events in the area for your own, and your clients' use, including a daily newspaper by email.

In the shop itself we will display your leaflets alongside more general information, walking & cycling books, leaflets and gifts – but the fund of knowledge of our volunteers is our chief asset, as demonstrated by the comments in our visitors book.

For various categories of business we offer an annual subscription of £75 for a full webpage, and/or £45 for an advert, which we can design for you and which will appear randomly on more than 250 webpages. Please check our website at www.VisitThirsk.org.uk to see examples in each category.

We hope that you will support us by helping us better promote your business and by completing the enclosed order.

Jo Caramello & Peter Rush on behalf of 30+ volunteers



A subscription of £75 gives you remarkable publicity for little money; a dedicated page on www.visitThirsk.org.uk, which is usually Top-of-Google on a search for 'Thirsk'.

You can also display your leaflets in the Thirsk Tourist Information Centre.

(The above business is fictional, but your restaurant, inn, café or takeaway could look similar.)

Order – Subscription to Thirsk Tourist Information promotion services – Restaurants, inns, cafés & takeaways

Name	Business name	
Address		
Postcode		
Email (in capitals)		
Telephone	Website (in capitals)	
1 £75 Twelve months subscription (Premium Listing on website & printed leaflets and a dedicated web page)		
£45 Twelve months advertisement (advertisement will regularly appear at random on any of 250+ web pages)		
Total payment £		
Direct payment from your bank Email <u>Admin@VisitThirsk.org.uk</u> for the account number and sort code.		
Cheque enclosed payable to 'Thirsk Tourist Information'.		
By debit or credit card in the Thirsk Tourist Information office.		
Online by debit or credit card at www.visitThirsk.org.uk/pay		
In cash in the Thirsk Tourist Info	ormation office.	

NOW PLEASE READ AND SIGN THE AGREEMENT ON THE REVERSE SIDE OF THIS PAGE (We cannot action an order without a signed agreement)

Questions? Please call 01845 518187 or 01845 526593. Thank you for helping us help you.

Please return this order and agreement to

Thirsk Tourist Information Centre, 93A Market Place, Thirsk YO7 1EY. or email a copy to Admin@VisitThirsk.org.uk

WHAT HAPPENS NEXT?

On receipt of this order and agreement we will send you a form requesting the detail needed for your entries. Once that is completed we can display your business within a couple of days.

Agreement – Restaurants, inns, cafés & takeaways

SUBSCRIPTION (delete if inapplicable)

Thirsk Tourist Information (TTI) agrees to promote your restaurant, inn, café or takeaway as follows in return for a subscription of £75 per year.

- 1. Premium listing with photograph of your restaurant, inn, café or takeaway shown on VisitThirsk.org.uk and seven other web addresses, giving eight paths to your business via our website.
- 2. Separate full colour website page dedicated to the restaurant, inn, café or takeaway with a link going forward to your own website.
- 3. Full A4 page colour entry in the folder which visitors can browse through when they come to the tourist office in the middle of Thirsk Market Place.
- 4. Colour entry on a paper brochure given to those who come into the office for a list to take away.
- 5. The above list will also be emailed or posted on request.
- 6. An entry on the out of hours board so people can find you when we are closed.
- 7. If you wish we will display your A5 or tri-folded A4 brochure or menu in the Thirsk Information Office.

ADVERTISEMENT (delete if inapplicable)

Thirsk Tourist Information (TTI) agrees to show an advertisement on **VisitThirsk.org.uk** and seven other web addresses as follows in return for £45 per year.

- 1. The advertisement will be 200 x 324 pixels (about 5.3 x 8.6cm) (provided by you, or our design to your instructions).
- 2. It will appear at random on any of 250+ web pages.
- 3. On each appearance it will be visible for about 15 seconds.
- 4. Clicking the advert will take the user to your own web page.

GENERAL

Information supplied will be published on TTI's website and on paper. TTI may also pass the information to third parties (e.g. other tourist information centres) for independent publication. TTI will make every reasonable effort to ensure accuracy. However, it is regretted that no liability of any kind arising from the use or publication, either by TTI or third parties, of the information can be accepted including where this is as a result of any error or omission.

The provider agrees to give accurate and up to date information about the restaurant, inn, café or takeaway and to send any changes to such information, in writing or email, within 30 days of the change. All prices TTI are asked to publish must include service and VAT (if applicable).

This agreement can be terminated by either party with 30 days written notice.

Agreed for the restaurant, inn, café or takeaway,	Agreed for Thirsk Tourist Information,	
Business name		
Signature	Signature	
Print Name	Print Name	
Position	Position	
Date	Date	