



thank you for your interest in the central coast original road trip pass.

As PR Contact for a CCTC member, you have an opportunity to utilize our special **Central Coast Original Road Trip PASS**.

This program expires on **June 30, 2024**, so you'll want to act fast to access funds to support a press trip in your area.

Original Road Trip Pass Overview:

This program is meant to fund up to 3 Central Coast press trips between now and the end of FY 23/24. Funds may go toward accommodations, attractions/things to do, or dining, and will be reimbursed at the conclusion of the trip upon delivery of invoice and receipts.

The press itinerary must include a minimum of three (3) Central Coast destinations across a minimum of two (2) Central Coast Regions. For example, Morgan Hill (MON BAY Region), Carmel (MON BAY Region), and Morro Bay (SLO Region).

Funds will be distributed up to \$1,000 to each of the three destinations in the itinerary (max \$3,000 per press trip) following the trip and upon delivery of receipts.

Criteria:

- First-come; first served.
- Funding application must be submitted by a Central Coast member destination or major attraction.
- Confirmed Itinerary must be provided by June 30, 2024 and trip must be completed by July 31, 2024.

- That member must act as the press trip sponsor (oversee itinerary development amongst all host destinations).
- Must intend to generate coverage for each area visited.
- You may apply for up to \$1,000 per destination amounting to \$3,000 per press itinerary.
- Partners must confirm that media have:
 - a confirmed assignment
 - recent editorial placements
 - or be a targeted digital influencer
- When story/coverage goes live, links to coverage must be provided to CCTC.

Process:

- Use the link below to access our application form.
- Applications will be reviewed by President and Vice President of Central Coast Tourism Council.
- You will be contacted with 5 business days.
- Questions? Email hello@centralcoast-tourism.com