

FRIENDS OF TOURISM

A "Friend of Tourism" is any individual, business or marketing partner that goes beyond the call of duty financially to the HLVCB. Rather than paying the flat dues listed for a specific membership, they pay a minimum of \$260 + membership with no maximum.

Friends of Tourism

Bronze \$250.00

Free Web Link
Main Menu Friends button on Haywardlakes.com
Recognition on Friends Page
Newsletter Recognition

Silver \$500.00

Free Web Link
Main Menu Friends button on Haywardlakes.com
Recognition on Friends Page
Newsletter Recognition
Haywardlakes.com banner ad (3 months)

Gold \$1000.00

Free Web Link
Main Menu Friends button on Haywardlakes.com
Recognition on Friends Page
Newsletter Recognition
Haywardlakes.com banner ad (6 months)

Platinum \$2500.00

Free Web Link
Main Menu Friends button on Haywardlakes.com
Recognition on Friends Page
Newsletter Recognition
Haywardlakes.com banner ad (9 months)

Titanium \$5000.00

Free Web Link
Main Menu Friends button on Haywardlakes.com
Recognition on Friends Page
Newsletter Recognition
Haywardlakes.com banner ad (12 months)

Business Membership Application DUE TO THE HLVCB 7-22-11

FRIEND OF TOURISM (In addition to dues)

Titanium (\$5000+) _____
Platinum (\$2500+) _____
Gold (\$1000+) _____
Silver (\$500+) _____
Bronze (\$250+) _____

FULL MEMBER (non-lodging)

Also a full member of a marketing
Partner with the HLVCB \$210.00

FULL MEMBER (non-lodging)

NOT a full member of a marketing
Partner with the HLVCB \$260.00

ADDITIONAL GRAPH LISTINGS IN THE HLVCB GUIDE

(One FREE with full membership)

Restaurant Graph \$65.00 _____
Meeting & Convention \$65.00 _____

HLVCB GUIDE ADVERTISING

(See worksheet on back of this)

BUSINESS SUPPORTING MEMBER

(Can elect this if no other options taken on this page)

\$60.00 _____

Friends of Tourism

TOTAL ENCLOSED

Only Friends and Full Members may directly link to haywardlakes.com

Will you be purchasing a website link
through CCS? _____



Visitors and Convention Bureau,
Sawyer County, WI, USA

Business Membership Application Business Supporting Application

Deadline 7-22-11

This application is for all businesses, organizations or governments that have a financial interest in a sound and growing tourism economy in our area. This interest may be directly related to tourism, such as an attraction, or indirectly, such as vendors, suppliers, professional services or other services supporting the tourism industry or the tourism industry's infrastructure.

Memberships may either be a full voting membership with all of its benefits or a limited non-voting membership in the HLVCB. Please review our "Membership Benefits" brochure or call Linda Clifford, Executive Director, at 715-634-4801 for information on benefits. You may also call 1-800-72-HAYWARD.

Our goal is to have all of the tourism related businesses in Sawyer County become a member of the HLVCB, as well as a member of their local lake association, professional association or chamber of commerce that partner with the HLVCB. Our dues and advertising costs reflect discounts to encourage dual membership.

Exact Business Name _____
Name(s) of Owner/operator _____
Street _____
City, State, Zip _____
Web site _____
E-mail _____
Phone _____ Fax _____

I agree to abide by the By-laws of this organization. My business has all the required licenses and permits to do the business that we have.

MUST BE SIGNED

Print Name _____

Date _____

**DUE BY:
7-22-11**

Full Benefit Voting Membership Business Member

This membership gives your business the full benefits of the HLVCB and a full vote. Being a full member of the VCB and/or being a full member of a marketing partner with the VCB, are the only avenues to purchase advertising in the HLVCB Guide.

Included with your membership, your business will be given: one listing in the directory and one graph list (if relevant) of the HLVCB Guide; and in the "haywardlakes.com" web site directory. As a full member, you may purchase additional listings in these directories and additional graph listing in the Guide at the lowest rate. You may purchase a link and banner ad and other promotions on the "haywardlakes.com" web site at the lowest rate. Your business will be included in the HLVCB staff tours of member facilities throughout Sawyer County. Referrals will be given to member businesses and marketing partner members only as inquiries come in on the phone, internet or in person at the HLVCB.

Your business is entitled to a copy of the HLVCB current marketing plan. As opportunities come up for co-op ads, etc., you will be invited to participate. You may attend and vote at meetings; participate on committees and in all educational opportunities of the HLVCB. You will receive a monthly newsletter and copies of all minutes.

Questions? Stop in at our office, call us or e-mail us. We can discuss your membership options at your place or ours. Hope to hear from you soon.

Hayward Lakes Visitors & Convention Bureau
Sawyer County, WI.

P.O. Box 1055, Hayward, WI 54843
(715) 634-4801 Fax: (715) 634-8498
(800) 724-2992 or 800-72-HAYWARD

linda@haywardlakes.com • www.haywardlakes.com

Full Benefit Business Member of HLVCB Plus A Full Member of A Marketing Partner with HLVCB

"OUR IDEAL MEMBER"

Making the Most of Your Membership

Our Ideal Members truly believe in the economics of a strong community. With dual membership, they belong to the HLVCB and our dedication to the ongoing promotion of Sawyer County. They are also supporting their own network by belonging and supporting a marketing partner that closely relates to their own goals and passions for their own business in their own neighborhood or profession. This may be a lake association, professional association or a chamber that partners with the HLVCB.

This member gets the lowest price on everything the HLVCB does, usually savings that will easily pay for their membership to their marketing partner or the HLVCB.

This entitles the member the opportunity to get the lowest price on all advertising, lowest pricing on web links, web banners; and the opportunity to place their ads in any relevant section of the HLVCB Guide, meeting the criteria/requirements of that section at the lowest discounted price.

The Marketing Partners of the HLVCB are:

CHAMBERS:

Hayward Area, Cable,
Birchwood Area Chamber of Commerce

RESORT ASSN:

Lake Chippewa, Quiet Lakes,
Moose Lake and Nelson Lake

Limited Non-Voting Membership Business Supporting Member / \$60 per year

This membership is designed for the individual or small business that is seasonal or very limited in receipts. You may attend all meetings (without a vote); participate on committees and in all educational opportunities by the HLVCB. You will receive a monthly newsletter and copies of all minutes.

This membership may not purchase any ads in the Guide or on the web site, nor buy a link to the web site, "haywardlakes.com." Literature distribution is not available with this membership.

HLVCB Guide Advertising Rates

AD SIZE	HLVCB MEMBER FULL PRICE
1/12 pg.	\$210
1/6 pg.	\$400
1/3 pg.	\$780
1/2 pg.	\$1110
2/3 pg.	\$1440
Full pg.	\$2000

GRAND TOTAL _____

SECTION OF AD PLACEMENT: _____

Ad design at NO COST if all information is received prior to August 15. Get your ad information in ASAP to ensure greater time and attention in designing your ad.

I agree to abide by the by-laws of the HLVCB. Our business has all the required licenses and permits to do our business.

MUST BE
SIGNED

DATE: _____