

## 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 \$250 + 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)

## Lodging Membership Application DUE TO THE HLVCB 7/17/10

**FULL MEMBER** \$250.00

### FRIEND OF TOURISM

(In addition to dues above)

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

### BEDROOM CHARGES

(\$1,200 MAXIMUM)

#/Yr round bdrm. \_\_\_\_\_ X\$20= \_\_\_\_\_  
#/Yr round motel rm. \_\_\_\_\_ X\$20= \_\_\_\_\_  
#/Yr round B&B rm. \_\_\_\_\_ X\$20= \_\_\_\_\_  
#/Seasonal bdrm. \_\_\_\_\_ X\$15= \_\_\_\_\_  
#/Seasonal Motel rm. \_\_\_\_\_ X\$15= \_\_\_\_\_  
#/Seasonal B&B rm. \_\_\_\_\_ X\$15= \_\_\_\_\_

### CAMPSITE/RV CHARGES

(\$600 MAXIMUM)

#/Campsites \_\_\_\_\_ X\$3 = \_\_\_\_\_  
#/RV Sites \_\_\_\_\_ X\$3= \_\_\_\_\_

### ADDITIONAL GRAPH LISTINGS

(One FREE with full membership)

Lake Graph \$65 \_\_\_\_\_  
Motel Graph \$65 \_\_\_\_\_  
Campground \$65 \_\_\_\_\_  
B & B Graph \$65 \_\_\_\_\_  
Winter Graph \$65 \_\_\_\_\_  
Private Homes \$65 \_\_\_\_\_  
Restaurant \$65 \_\_\_\_\_  
Meeting & Convention \$65 \_\_\_\_\_

### HLVCB GUIDE ADVERTISING

(See worksheet-on back) \_\_\_\_\_

### SUPPORTING LODGING MEMBER

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

\$50 \_\_\_\_\_

### TOTAL ENCLOSED

Business Name \_\_\_\_\_

Will you be purchasing a website link through CCS? \_\_\_\_\_



Visitors and Convention Bureau,  
Sawyer County, WI, USA

## Lodging Membership Application Due July 16th, 2010

This application is for all lodging businesses that want either 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 634-4801 for information on benefits.

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.

Exact Business Name \_\_\_\_\_

Name(s) of Owner/operator \_\_\_\_\_

Street \_\_\_\_\_

City,State,Zip \_\_\_\_\_

Seller's permit # \_\_\_\_\_

Web site \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Municipality \_\_\_\_\_

*I agree to abide by the By-laws of this organization. I am fully licensed and hold a current sellers permit for the State of Wisconsin.*

**MUST BE  
SIGNED**

Print Name \_\_\_\_\_

Date \_\_\_\_\_

**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

**DUE BY:  
7-16-10**

## Full Benefit Voting Membership Lodging Member

This is designed for lodging establishments that are not "hobby" businesses. This membership gives the 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 in your membership, your business will be given FREE: graph listing (if relevant) of the HLVCB Guide; and FREE listing in the "haywardlakes.com" website directory. As a full member, you may purchase additional graph listings in the Guide at the lowest rate. You may purchase a link and banner ads and other promotions on the "haywardlakes.com" website at the lowest rate. Your literature may be displayed at the distribution centers of the HLVCB. Your business will be included in the HLVCB staff tours of member facilities throughout Sawyer County. You will have FREE use of on-line availability system. Referrals will be made to member properties only. You are 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.

This membership is based on the size of your operation, with a cap for #/units or campgrounds and consideration given for seasonal versus year round use of units.

**\$5 per day late fee**

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

## Full Benefit Lodging 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 and 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, Stone Lake, Winter, Cable,  
Birchwood Area Chamber of Commerce

##### **RESORT ASSN:**

Lake Chippewa, Quiet Lakes,  
Moose Lake and Nelson Lake

**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.

## Limited Non-Voting Membership Lodging Supporting Member / \$50 per year

This is designed for the individual or small lodging establishment that is seasonal or very limited in rentals. This membership gives the business one FREE listing in the accommodations section of the directory of the HLVCB Vacation Guide, and in the directory of "haywardlakes.com" web site. 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." Purchase of additional listings in the directories/graphs is not available with this membership. Literature distribution at any of the HLVCB distribution centers 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

HLVCB ONLY 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: \_\_\_\_\_