

Marketing Partner Requirements

1. Marketing partners must commit to the HLVCB of your intention to be a partner with the HLVCB by **July 22, 2011.**

Ad Commitment is due by 8-19-11.

2. Marketing partners agree to pay a fee equal to the minimum level of our "Friends of Tourism" plus \$10 for each full member of your entity.

Titanium Friend - \$5000+
Platinum Friend - \$2500+
Gold Friend - \$1000+
Silver Friend - \$500+

3. This \$10 may either be assessed to your members or paid out of your budget. It must be paid by **September 19th annually.**

4. A complete list of the marketing partner's full members must be turned in to be used for directory listings on, website. This is FREE to your members.

5. If the marketing partner has a literature distribution area, you must agree to display literature of other marketing partners and HLVCB members. (as relevant) If additional racks are needed, that will be the burden of the HLVCB.

6. Marketing Partner will put HLVCB Guides out in your area.

7. Marketing partner may design your own section of HLVCB Guide or elect to let the HLVCB do it.

8. If marketing partner solicits ads for their own section of the book, they must collect all ads and money and deliver all materials to HLVCB 9/19/10. Any pay after 9/19/10 interest at a rate of 18% per annum or 1.5% per month on outstanding balance.

9. Other advertisers may put ads in Marketing Partner section of Guide, if they meet all criteria/requirements for that section.

Marketing Partner Design

The HLVCB was designed to get our strength in numbers, through memberships directly with the HLVCB and/or through memberships given to the HLVCB's marketing partners' members. The benefits you and your members get from the HLVCB are designed to make YOUR group stronger through increased membership in YOUR group. We believe if you are strong, we, as your partner, will become stronger. Dues are structured to encourage all the tourism related businesses, lodging and non-lodging, to belong to the HLVCB and at least one of our marketing partners. Advertising is discounted for our marketing partners. Advertising and dues are discounted for our marketing partner's members. Even the smallest business may get a non-voting membership directly with the HLVCB for just \$60/year or they may become a member through a group they may already belong to that becomes a marketing partner of the HLVCB for no additional money.

We want to help you be successful, which will help us be successful, which will ultimately make all of us winners.

**The WI Dept. Of Tourism
and the
WI Dept. Of Revenue
have given us these figures:**

Sawyer County, 2010:

\$136 million spent by travelers here

\$48 million earned by tourism jobs

3,205 fulltime equivalent jobs
provided in Sawyer County

\$6 million local revenues collected
as a result of travelers

(Property, sales & lodging taxes collected)

In 1994 travelers spent \$63 million in Sawyer County. In the year 2007 travelers spent \$143 million, representing an increase of 128%

**The HLVCB invites your group
to join in our efforts to expand
Sawyer County's economy.**

**August 19
Page Commitment**



**Visitors and Convention Bureau,
Sawyer County, WI, USA**

Marketing Partner Agreement

A HLVCB Marketing Partner is any for-profit or not-for-profit association, chamber of commerce, professional organization or government within Sawyer County or historically partnering counties, that have a financial interest in a sound and growing tourism economy in our area.

The Marketing Partner may have a direct relationship with the tourism economy, such as a resort association, or an in-direct relationship, such as the builders and contractors association.

The Marketing Partners may deal directly with the tourist population or indirectly with the infrastructure, professional services or other services supporting the tourism businesses. The Marketing Partners may also draw their customers from the tourist base brought to them in this area, such as the realtor association.

Uniting our common goals and budgets enables us to focus our time, talents and financial resources on the primary goal of the HLVCB.....dedicated to the ongoing promotion of Sawyer County and the Hayward Lakes Area as a premier tourism destination in Wisconsin.

Marketing Partner Benefits

1. Marketing partners may display your literature in the HLVCB and at other marketing partner literature distribution centers.(As appropriate)
2. Full members of the marketing partners may do the same (as#1)
3. Marketing partners may purchase ad space in the HLVCB Guide at the lowest prices available
4. Marketing partner (MP) may market this space to their members at the lowest possible price, set by the HLVCB, collected by the MP.
5. MP may design/create your own personality to your section, consistent with who we are and what we portray in Sawyer County.
6. MP may elect NOT to solicit ads for MP section, at which time the HLVCB will do this.
7. MP is entitled to a copy of HLVCB marketing plan. MP will be notified of any opportunities that my arise for member participation in plan.
8. HLVCB will distribute HLVCB Guide out of the area and in the area. MP or their full members are welcome to distribute Guides at your places of business.
9. Guides will be distributed at sport shows, trade shows, mailings by request (1st class day of request), information centers in county, state Tourist Information Centers, routinely sent to other Chambers and other (see marketing plan)

10. MP may use HLVCB 800# with an extension for special events or promotion of MP. Messages either handled by HLVCB staff or turned over to MP rep. If it involves mailing of a fulfillment piece, the cost of the piece and postage will be paid by MP, but HLVCB staff will mail it.

11. Marketing partner and your Full members welcomed to participate in HLVCB educational opportunities .

12. Marketing partners may use photos/videos from photo library for promotional purposes for your group (not for your members use)

13. Marketing partners may use sport show booths for your assn. or chamber promo. Based on availability.

14. Marketing partners will get a FREE web link to "haywardlakes.com"

15. MP will be recognized in the HLVCB Guide, and on "haywardlakes.com"

16. All full members of MP will get FREE directory listing for their business on the web site.

18. Marketing partners have all benefits of full member of HLVCB.

19. Marketing Partners have ONE VOTE (members of MP - no vote)

Marketing Partner Application

Exact name of Organization _____

Address _____

City,State,Zip _____

Web site _____

Officers Names/Title

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

*ContactPerson _____

*Phone # _____

*E-mail _____

*Fax # _____

Marketing Partner / Friend Membership

Titanium -\$5000+ _____

Platinum -\$2500+ _____

Gold -\$1000+ _____

Silver -\$500+ _____

#Full Members We Have

@ \$10/member ___ X \$10= _____

Not due until Sept.15th.

Must be submitted with names so they can be listed in web directories.

Due by 9-19-11

Signed by _____

Please Print _____

Title _____ Dated _____

Entity Name _____

Do you have a literature distribution area available to the HLVCB? - YES NO

Do you have a place to hang a wall plaque with all of the "Friends of Tourism" engraved on it? - YES NO

Visitors Guide Pages Will Be \$1600/page for 2011 (Due 9-19-11)

Marketing partners that solicit their members for advertising will get the page price of **\$1540 per page if paid before 9-19-11** and \$1600 if paid after.

Would you like to solicit a section for your entity within this guide? - **YES NO**

If YES, Linda Clifford will contact you to review all specifications/ad sizes, etc. If your contact person for this is someone other than the contact within, please let us know who that person is and contact info.

If NO, the HLVCB will solicit your members at \$1600.00 per page rate to you as a MP. The book committee will place these ads in the logical spot for the consumer in the Guide.

As a MP, all of your full members will receive one FREE listing in two locations (Guide, Web). You must provide this complete list to us by **8-19-11** so we can start compiling data for the Visitors Guide, but payment of \$10 each member is not due until **9-19-11**.

Advertising Commitment due 8-19-11. Once this is received, Linda Clifford will contact you to verify your needs to best suit your goals.