

## MEMBERSHIP PROGRAM

### OVERVIEW

Thank you for your interest in area tourism and *taking the road less traveled to Michigan's Thumb*. The Thumb Area Tourism Council, Inc. (TATC), a registered 501(c)(6), was formed to promote regional tourism of the Thumb Area, including Huron, Sanilac and Tuscola counties. In an effort to deliver this regional tourism promotion, TATC developed a member-sponsored Web site for visitors (*and residents*) to use as a means of discovering more about the area. Travelers can use this site to search over 2,000 businesses in the area to locate where to stay, eat and play; as well as, view a calendar of events, see What's New, an area map and much more.

To sponsor the continuous development and promotion of regional tourism, TATC developed a tiered-membership program that includes varying levels of marketing and advertising opportunities. All entities (businesses, organizations, festivals/events, government, etc.) in the Thumb Area are welcome to be listed at the Standard Level as indicated below. If an entity wishes to enhance their advertising efforts and increase their visibility online, they can become a supporter of TATC by coming on board at one of the following membership levels.

### MEMBERSHIP LEVELS

**Level: STANDARD**

**Price: FREE**

**Description:**

- Entity name and location (*ONLY*) listed on the TATC Web site
- Location identified by city/village, county and zip code
- Festival/event date included in the Calendar of Events

**Level: COUNTRYSIDE TRAVELER**

**Price: \$65**

**Description:**

- Entity name, complete location description (street address & city/village) and contact information (phone, fax & e-mail) listed on the TATC Web site
- Location identified by city/village, county and zip code
- Web site address and hyperlink only
- Business description will read:
  - Please visit [business name] Web site for complete details.

Ask us How you Can  
Stretch Your Dollar &  
Increase Your Visibility ...  
with Multiple Listings!

-over-

## cont. MEMBERSHIP LEVELS

### Level: SEASONAL TRAVELER

**Price:** \$75 (*Listed April – October Only*)

#### Description:

- Entity name, complete location description (street address & city/village) and contact information (phone, fax & e-mail) listed on the TATC Web site
- Location identified by city/village, county and zip code
- Web site address and hyperlink (if available)
- Business description of entity (no more than 100 words)
- Event(s) coordinated and sponsored by your business to be added to the Festival & Events category page and on the Calendar of Events (*a brief description, contact info and link to your Web site to be included*)
- Inclusion in marketing efforts and promotion of TATC (*includes brochure distribution in request packets*)

### Level: RUSTIC TRAVELER

**Price:** \$125/annually (*for profits*)  
\$100/annually (*nonprofits & festivals/events*)

#### Description:

- Same as **SEASONAL TRAVELER**, plus:
  - Up to 50 *additional* words in business description
  - Availability to upload up to 3 photos/images and 1 PDF file
  - Liaison to Travel Michigan and other statewide/regional tourism organizations
  - Access to our media contact, member and Web site visitor databases

### Level: SCENIC TRAVELER

**Price:** \$225/annually (*for profits*)  
\$200/annually (*nonprofits & festivals/events*)

#### Description:

- Same as **SEASONAL & RUSTIC TRAVELER**, plus:
  - Up to 100 *additional* words in business description
  - Upload 1 *additional* photo/image
  - Revolving advertisement on Category Page (i.e. Area Attractions, Dining, Lodging, etc.)

### Level: DESTINATION TRAVELER

**Price:** \$300/annually (*for profits*)  
\$275/annually (*nonprofits & festivals/events*)

#### Description:

- Same as **SEASONAL & RUSTIC TRAVELER**, plus:
  - Up to 150 *additional* words in business description
  - Upload 1 *additional* photo/image and PDF file
  - Revolving advertisement on Home Page or Category Page (i.e. Area Attractions, Dining, Lodging, etc.)

### Level: ELITE TRAVELER

**Price:** \$500/annually

#### Description:

- Same as **SEASONAL & RUSTIC TRAVELER**, plus:
  - Up to 200 *additional* words in business description
  - Upload 2 *additional* photos/images and PDF file
  - Static advertisement on Home Page

Save up to  
25% off your  
Membership  
Fee!\*

## SAVE WITH TATC DISCOUNT PROGRAM ...

**Are you located within the village/city limits or a chamber member? YES!**

You may be eligible to receive a 15% discount.<sup>1</sup>

**Do you know others who can benefit from TATC membership? YES!**

Refer a minimum of five (5) potential new TATC members and qualify for a 10% discount.<sup>2</sup>

\* Discounts may be applied to any Membership Level. All discounts will be applied at time of invoicing and may be used only once toward your initial, first year's membership fee.

Discounts cannot be applied towards renewed memberships.

<sup>1</sup> To receive village/city/chamber discount, the village/city/chamber you're located in/member of must be a paid TATC Destination or Elite Traveler.

<sup>2</sup> To receive referral discount, a completed New Member Referral Form is required at time of application.

Some restrictions may apply. Membership Program available at time of publication and may be subject to change (03.10.09).

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