VISIT Lake Geneva

VISIT Lake Geneva
PARTNERSHIP APPLICATION

Visit Lake Geneva is the Lake Geneva region's Chamber of Commerce and Convention & Visitors Bureau (CVB), our area's key destination marketing organization.

Membership = Partnership

Change is all around us, and it's what keeps us imagining and innovating. Just think — without change, much of what shapes the Lake Geneva area wouldn't exist today. A controversial public building on the lakeshore; a world-class observatory; even the Grand Geneva Resort & Spa. None of these iconic places would be here today without the idea to implement new ways of doing things.

As an organization, we continually assess our programs, seeking ways to make things better and more efficient so we can bring you more value for your partnership investment. Studying best practices among Chambers and Visitors Bureaus around the state and country has changed how we think about memberships.

We have moved beyond the traditional "membership" structure to targeted packages called Partnership Tiers, which are designed to fit any budget. Now you're able to align your goals and audiences with the programs and opportunities that fit your needs best.

Why We're Different

Our Partnership Tiers aren't based on the number of employees you have or your annual sales. We want you to derive more value from your membership investment, and this structure developed in conjunction with our Board of Directors and member input will ultimately be more effective and impactful for all of our Partners.

For as little as $1 a day, you can take advantage of VISIT Lake Geneva's distribution and promotion channels, networking, education, advertising and other opportunities all year-round. That $1 a day also helps support and improve the business climate in the Lake Geneva region.

APPLY TODAY

Scan the Code Below

CONNECT

Questions? Please connect with us!

Melissa McMahon
Partnership Manager
Email:melissa@visitlakegeneva.com
Office: (262) 248-0634

CLICK HERE TO APPLY ONLINE

VISIT Lake Geneva
visitlakegeneva.com

PARTNERSHIP TIERS & BENEFITS

TIER 1 Non-Profit 501c3	TIER 2	TIER 3	TIER 4	TIER 5	
$200	$365	$565	$965	$1,965	
●	●	●	●	●	Dedicated landing page on *VisitLakeGeneva.com* including business description, photo gallery, address, phone, website, and social media links.
●	●	●	●	●	Extranet website access to manage your landing page and submitted content, including events and special offers.
●	●	●	●	●	Text listing in the annual Lake Geneva Region Visitors Guide in print and online.
●	●	●	●	●	Text listing in the annual Local Services Guide (if applicable) in print and online.
●	●	●	●	●	Display one (1) 4x9" business brochure at the Lake Geneva Visitor Information Center.
●	●	●	●	●	Exclusive recommendation of your business to visitors, planners and the media.
●	●	●	●	●	Ribbon Cutting services and promotion of event.
●	●	●	●	●	New Partner orientation and training.
●	●	●	●	●	Partner meetings, networking events and multi-chamber special events.
●	●	●	●	●	Partner e-Newsletter and online resources.
●	●	●	●	●	Opportunity to participate in Partner Co-op Advertising Program.
●	●	●	●	●	Complimentary job postings on *VisitLakeGeneva.com.*
●	●	●	●	●	Ability to post specials, deals and events on *VisitLakeGeneva.com.*
		●	●	●	Priority ranking on website above Tier 2 listings.
		●	●	●	Landing page may appear in up to 3 categories on *VisitLakeGeneva.com*.
			●	●	Priority ranking on website above Tier 3 listings.
			●	●	Landing page may appear in up to 4 categories on *VisitLakeGeneva.com*.
			●	●	Display up to two (2) 4x9" business brochures at VLG Visitor Information Center.
			●	●	Up to 2 category listings in the annual Lake Geneva Region Visitors Guide.
			●	●	Opportunity for meeting venues to participate in industry tradeshows attended by VLG.
				●	Highest priority ranking on website above Tier 4 listings.
				●	Priority consideration in custom content, news releases and media referrals.
				●	Landing page may appear in up to 7 categories on *VisitLakeGeneva.com*.
				●	Up to 4 category listings in the annual Lake Geneva Region Visitors Guide.
				●	Display up to three (3) 4x9" business brochures at VLG Visitor Information Center.

PARTNERSHIP APPLICATION

Partnership Tier: ❑ Tier 1 ($200) ❑ Tier 2 ($365) ❑ Tier 3 ($565) ❑ Tier 4 ($965) ❑ Tier 5 ($1,965)

Is applicant a non-profit 501(c)3 organization? ❑ Yes ❑ No *(If yes, please include proof of tax exempt status)*

BUSINESS INFORMATION (for internal use)

Business Name: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Primary Contact: _____ Title: _____

Email: _____ Phone: _____

Secondary Contact: _____ Title: _____

Email: _____ Phone: _____

BUSINESS INFORMATION (for publication)

Business Name: _____

Physical Address: _____ City: _____ State:_____ Zip: _____

Phone: _____ Email: _____

Website URL: _____

Please email the following materials to *gretchen@visitlakegeneva.com* to establish your business page on *VisitLakeGeneva.com*:

- ❑ Company logo
- ❑ Photo(s)
- ❑ Business description copy

Authorized signature: _____ Date: _____

Name (print): _____ Title:_____

Full payment due with Application.

- ❑ Pay by check: Make check payable to *VISIT Lake Geneva* and remit to: **VISIT Lake Geneva, 527 Center Street, Lake Geneva, 53147.**
- ❑ Pay by credit card: An invoice will be emailed to you to pay online with a credit card.

Upon receipt of completed application and payment, the VLG Board of Directors will review and approve applications at its monthly meeting. Partnerships renew annually in July.