



Lake Geneva

THE ONE-OF-A-KIND UNWIND.

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. 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've Changed

The 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.

Questions?

We invite you to contact a VISIT Lake Geneva team member at any time:

Stephanie Klett
President & CEO
stephanie@visitlakegeneva.com
(262) 248-1000

Deanna Goodwin
Director of Marketing
deanna@visitlakegeneva.com
(262) 812-0021





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, and website and social media links.
●	●	●	●	●	Extranet website access to manage your landing page and submit events.
●	●	●	●	●	Inclusion in the annual Lake Geneva Region Visitors Guide (print and online).
●	●	●	●	●	Display one 4x9" business brochure at VLG 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
●	●	●	●	●	Opportunity to participate in VLG Partner-to-Partner Discount Program.
		●	●	●	Priority ranking on website above Tier 2 listings.
		●	●	●	Landing page may appear in up to two categories on VisitLakeGeneva.com.
		●	●	●	Ability to submit specials and deals to the Deals page on VisitLakeGeneva.com.
			●	●	Priority ranking on website above Tier 3 listings.
			●	●	Landing page may appear in up to four categories on VisitLakeGeneva.com.
			●	●	Display up to two 4x9" business brochures at VLG Visitor Information Center.
			●	●	Up to two category listings in the annual Lake Geneva Region Visitors Guide.
			●	●	Opportunity to participate in tradeshows attended by VLG with brochure or literature.
				●	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 seven categories on VisitLakeGeneva.com.
				●	Up to four category listings in the annual Lake Geneva Region Visitors Guide.
				●	Display up to three 4x9" business brochures at VLG Visitor Information Center.
				●	Opportunity to participate in tradeshows attended by VLG with representative.
				●	Priority ad placement in online Lake Geneva Visitors Guide.
				●	50% discount on cooperative website advertising after initial \$350 monthly buy.



VISIT LAKE GENEVA 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 deanna@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 for applicable Tier must accompany Application. Make check payable to *VISIT Lake Geneva*. To pay by credit card, call (262) 248-1000. Remit to: **VISIT Lake Geneva, 527 Center Street, Lake Geneva, WI 53147**

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.