

Fiscal Year 2027 Membership Program



Date: _____

Your Membership Dues Investment

Dues are billed and invoiced annually. Your first year's dues are paid in full upon joining. Second year dues are pro-rated based on the date you joined the previous year. Dues are not refundable in part or in full.

○ Standard Membership – \$100

- Guaranteed rack space for a 4x9 promotional rack card/brochure for tourism-based businesses only in the group section of our state certified visitor center that receives more than 6,000 guests/year
- Discounted registration fee for our Annual Meeting & Tourism Awards, as well as our educational forums and networking events
- Opportunity to vote for Visit Loudoun Board of Directors' positions

Enhanced Memberships

Enhanced Memberships are for tourism-based businesses and include all the same benefits of Standard Membership (choose one):

- ☐ **ServicePlus Membership – \$150:** Businesses included in this category are attractions that offer experiences, team-building or tours and event service vendors such as event planners, photographers, caterers, videographers, rental companies, etc.
- Receive leads to service group visitors – including weddings, meetings and conferences, events and tournaments
 - Website listings in the members only sections of our website for meetings and weddings services
- ☐ **Group Host Membership – \$300:** Businesses included in this category are venues with public and/or private event space, retail centers and transportation companies zoned for events in the county, including bed & breakfasts who are licensed and registered.
- Receive leads to host group visitors – including weddings, meetings and conferences, events, tournaments, and tour groups
 - Website listings in the members only sections of our website for meetings and weddings venues
- ☐ **Hotel Membership – \$300 and \$3.50/room:** Included in this category are hotels, motels, resorts, and conference centers that wish to receive leads for room nights through our Visit Loudoun Sales Team's initiatives.

Hotel Membership	\$300
+ # of rooms x \$3.50	\$ _____
	=====
= Total Dues Investment	\$ _____

Business/Organization Name: _____

Business License #: _____

Mailing Address: _____

Occupancy Permit # (where applicable): _____

Physical Address (if different): _____

Business Email Address: _____

Business Telephone: _____

Website Address: _____

Payment

PLEASE NOTE: Member benefits will not become active until dues investment is received.

Return completed application and dues investment to: Visit Loudoun, 112 South Street, SE, Suite 200, Leesburg, VA 20175 | Fax: 703-771-4973

☐ Check Enclosed

☐ Please call for credit card information

Date Received: _____ Dues Investment: \$ _____ Check Number: _____

Credit Card Number: _____ Exp Date: _____ 3-Digit Security Code: _____

Name on Card: _____ Billing Address: _____

Visit Loudoun Board of Directors Vote

All members of Visit Loudoun receive a vote on the Visit Loudoun Board of Directors governance, the leadership that represents the tourism industry to policymakers and oversees the design of Visit Loudoun programs. Board elections are held each year at Visit Loudoun's Annual Meeting. Please designate someone from your organization to be the voting representative.

Primary Contact *(receives general information and is the Voting Representative)*

Name: _____ Title/Relationship: _____

Mailing Address (if different than above): _____

Telephone: _____ Email Address: _____

Billing Contact *(receives invoice from Visit Loudoun)*

Name: _____ Title/Relationship: _____

Telephone: _____ Email Address: _____

Leads *(ServicePlus, Venue/Transportation, and Hotel Members Only)*

Visit Loudoun's Sales Team expands your sales team. Please designate one person to be responsible for receiving and responding to emailed leads, and completing a simple report within the Extranet to indicate that you have responded to a lead, or chosen not to respond. This report is required for each lead we send.

Lead Catcher/Sales Lead Contact *(receives leads from Visit Loudoun sales team)*

Name: _____ Title/Relationship: _____

Telephone: _____ Email Address: _____

Extranet Account

Tourism-based businesses will receive listings on the Visit Loudoun website in appropriate categories based on the services and/or products that your business provides and your membership type. Please designate one person to be responsible for adding and updating your listing information by accessing Visit Loudoun's Extranet. The following items are accessible through the Extranet:

- **Website Listing(s):** Business name, address, description(s), images, website link, social media links, and amenity information that ensures visitors find your business using the website search features.
- **Contact Information:** Names, titles, email addresses, etc. for the individuals at your organization who should receive Visit Loudoun's industry communications including our monthly enewsletter, educational programs, presentations, and sales and marketing opportunities.
- **Special Events:** Add your events that are open to the public to the website.
- **Accommodations/Special Packages:** Add packages/special offers to the website.

Marketing Contact/Extranet Manager

Name: _____ Title/Relationship: _____

Telephone: _____ Email Address: _____

Signature: _____ Date: _____

Print Name/Title: _____ Business/Organization: _____