

# Fiscal Year 2024 Membership Program

## 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
- Discounted or free (when applicable) registration to our educational forums and networking events
- The opportunity to vote for Visit Loudoun Board of Directors' positions

## Enhanced Memberships – Starting at \$100

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

**ServicePlus Membership: +\$50:** 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, tournaments, and tour groups
- Website listings in the members only sections of our website for meetings and weddings services

**Group Host Membership: +\$200:** Businesses included in this category are venues with public and/or private event space, retail centers, and transportation companies.

- 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 meetings and weddings venues

**Hotel Membership: +\$200 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.

## 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
+ Enhanced Membership choice	\$ _____
+ # of rooms x \$3.50 (for hotel memberships)	\$ _____

= Total Dues Investment \$ \_\_\_\_\_ Date: \_\_\_\_\_

Business/Organization Name: \_\_\_\_\_

Business License # \_\_\_\_\_

Mailing Address: \_\_\_\_\_

### Location Address

Physical Street Address (if different from mailing): \_\_\_\_\_

Business Email Address: \_\_\_\_\_

Website Address: \_\_\_\_\_

Business Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

## 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: \_\_\_\_\_

Mailing Address (if different than above): \_\_\_\_\_

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: \_\_\_\_\_

Mailing Address (if different than above): \_\_\_\_\_

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.

## Extranet Account

### Marketing Contact/Extranet Manager

Name: \_\_\_\_\_ Title/Relationship: \_\_\_\_\_

Mailing Address (if different than above): \_\_\_\_\_

Telephone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name/Title: \_\_\_\_\_

Business/Organization: \_\_\_\_\_



**Questions?**

#### MEMBERSHIP

**Jenn Bodamer**

*Industry & Project Coordinator*  
Bodamer@VisitLoudoun.org  
703.771.2617

#### DUES INVESTMENT

**Greg Harp**

*Director of Finance & Administration*  
Harp@VisitLoudoun.org  
703.669.2008

## Payment

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

**Return completed application and dues investment to:**

Visit Loudoun  
112-G South Street, SE  
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: \_\_\_\_\_