

PARTNERSHIP LEVELS

DIRECTORY PARTNER - FREE

Open to any business, firm, or organization in the Manitowish Waters Township.

- Directory Listing in Annual Travel Magazine and on Bureau Website (business name, phone number, physical address)

ORGANIZATIONAL PARTNER - \$150

Open to any business, firm, or organization in support of, and advocating for, the Bureau's mission.

- Featured Directory Listing in Annual Travel Magazine with a complete description of organization and business contact information
- Featured listing on the Bureau website including business contact information, description, and up to ten (10) photos
- Opportunity to showcase brochures in our 24-Hour Visitor Center, open year round
- Receive Bureau email communications to all staff members, including monthly newsletter
- Opportunity to increase visibility further and purchase advertising packages
- Opportunity to submit job postings to Bureau website
- Receive referrals from the Bureau Staff

COMMUNITY PARTNER - \$50

Open to any individual(s) interested in staying connected to, and in support of, the mission of the Bureau.

- Receive Bureau communications
- Name listed under "Community Partners of Bureau" on website and in Annual Travel Magazine
- Invitation to community events

ADD-ON ADVERTISING OPPORTUNITIES ON NEXT PAGE

PARTNERSHIP ADVERTISING

Advertising opportunities are open to all Organizational Partners and are add-on packages to your partnership with the Bureau.

PREMIER PACKAGE - \$700

Includes:

- Professional photoshoot; business will get ten (10) professional photos
- One (1) Business Spotlight blog post and a minimum of two (2) name mentions in general blog posts annually
- Twelve (12) Facebook posts annually
- Twelve (12) submissions to monthly email newsletter
- One (1) MWVB Instagram Takeover
- Priority listing on website
- Highlighted listing in Travel Magazine
- Ability to add your events to our Facebook page by making us Co-Host
- Digital and print co-op advertising opportunities
- Opportunity to display event posters in Outdoor Kiosk

STRATEGIC PACKAGE - \$400

Includes:

- Six (6) Facebook posts annually
- Six (6) submissions to monthly email newsletter
- One MWVB Instagram Takeover
- A minimum of two (2) name mentions in general blog posts annually
- Opportunity to display event posters in Outdoor Kiosk

BASIC PACKAGE - \$200

Includes:

- Three (3) Facebook posts annually
- Three (3) submissions to monthly email newsletter
- Opportunity to display event posters in Outdoor Kiosk

Your partner advertising package will begin once payment is received and paperwork is submitted to the Bureau office.



Please complete this application **in full** and return pages 3-8 to the Bureau Office in the enclosed envelope with payment. The more complete and accurate the information you provide, the better we can promote your organization.

PARTNERSHIP LEVEL

- Directory Partner FREE - \$0
- Organizational Partner \$150
- Community Partner \$50

ADVERTISING PACKAGE

- Premier Package \$700
- Strategic Package \$400
- Basic Package \$200

TOTAL INVESTMENT:

- \$ _____ Partnership Level
- \$ _____ Advertising Package
- \$ _____ Additional Categories Total (See page 5)

TOTAL INVESTMENT

Payment can be made via Check, Cash or Credit Card. Please make checks payable to the *Manitowish Waters Visitors Bureau*. Payments can be mailed to or dropped off at the Bureau Office. If you wish to pay by credit card, you may call with your credit card information or provide it below.

CREDIT CARD INFORMATION:

Credit Card Number	Expiration	CVC
<input style="width: 95%; height: 40px;" type="text"/>	<input style="width: 60%; height: 40px;" type="text"/>	<input style="width: 60%; height: 40px;" type="text"/>
Billing Zip Code	Name on Card	
<input style="width: 150px; height: 40px;" type="text"/>	<input style="width: 580px; height: 40px;" type="text"/>	



CONTACT INFORMATION:

Business Name

Contact Name

Mailing Address

Physical Address (to be shared with public)

Phone Number

Email Address

Additional Contact Person

Title

Tax ID #

MW Room Tax #

Information to be shared with public:

Same as above

Use contact information below

Phone Number

Email Address

Website / Social Media:

Social Media Handles (Facebook, Instagram, etc.)

Website Address



BUSINESS INFORMATION:

Months of Operation: (circle) ALL JAN FEB MAR APR MAY JUN JUL AUG SEP
OCT NOV DEC

Hours of Operation:

Summer:

SUN _____ M _____ T _____ W _____ TH _____ F _____ S _____

Winter:

SUN _____ M _____ T _____ W _____ TH _____ F _____ S _____

PLEASE SELECT ONE CATEGORY YOUR BUSINESS BEST FITS IN:

One category is included in membership. Additional categories may be selected (\$50 each). Please number in order of importance.

- | | |
|--|---|
| <input type="checkbox"/> Advertising & Media | <input type="checkbox"/> Places to Stay |
| <input type="checkbox"/> Arts, Culture & Entertainment | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Eat & Drink | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Finance & Insurance | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Health & Beauty | <input type="checkbox"/> Services |
| <input type="checkbox"/> Non- Profit Organization | |

ACCOMMODATIONS:

Number of Units Avg. # of Beds Per Unit Name of Lake Property is On

Please check all that apply:

Amenities

- | | | |
|---|--|--|
| <input type="checkbox"/> Open Year-Round | <input type="checkbox"/> Handicap Accessible | <input type="checkbox"/> Towels Included |
| <input checked="" type="checkbox"/> Open Seasonally | <input type="checkbox"/> Snowmobile Trail Access | <input type="checkbox"/> Television |
| <input type="checkbox"/> Swim Area | <input type="checkbox"/> WiFi / Internet | <input type="checkbox"/> Telephone |
| <input type="checkbox"/> Firepit | <input type="checkbox"/> Dock / Pier | <input type="checkbox"/> Bikes |
| <input type="checkbox"/> Housekeeping | <input type="checkbox"/> Boat Available | <input type="checkbox"/> Canoe/Kayak |
| <input type="checkbox"/> Pets Allowed | <input type="checkbox"/> Boat Launch | <input type="checkbox"/> SUP |
| <input type="checkbox"/> Air Conditioning | <input type="checkbox"/> Linens Included | |

Partnership Application

FISCAL YEAR 2023-2024 (OCTOBER 1 - SEPTEMBER 30)

DINING ESTABLISHMENTS:

Meals Served: (circle) Breakfast Lunch Dinner Bar

Name of Lake Property is On

Please check all that apply:

- | | | |
|--|--|---|
| <input type="checkbox"/> Pets Allowed | <input type="checkbox"/> Take Out | <input type="checkbox"/> Kid-Friendly |
| <input type="checkbox"/> Air Conditioning | <input type="checkbox"/> Dock/Pier Parking | <input type="checkbox"/> Game Room |
| <input type="checkbox"/> Handicap Accessible | <input type="checkbox"/> WiFi/Internet | <input type="checkbox"/> Reservations Required |
| <input type="checkbox"/> Snowmobile Trail Access | <input type="checkbox"/> Gluten Free | <input type="checkbox"/> Reservations Encouraged |
| <input type="checkbox"/> Outdoor Seating | <input type="checkbox"/> Vegetarian/Vegan | <input type="checkbox"/> Private Events / Event Space |
| <input type="checkbox"/> Local Ingredients | <input type="checkbox"/> Catering | <input type="checkbox"/> Bike Trail Accessible |

WEBSITE DESCRIPTION:

Please email (info@manitowishwaters.org) photos of your business that you would like added to your website description. If you would like, you can also email us your website description listing instead of writing out below.

ANNUAL TRAVEL GUIDE DESCRIPTION:

450 characters total (character count includes punctuation and spacing)

PARTNER CODE OF CONDUCT:

Our organization in all its activities shall be non-sectarian, non-political and shall take no part in, or lend its influence on the election or appointment of any candidate for any public office. We are committed to providing the best user experience that we can offer and it is important that we are able to attract, brand, and business build a positive destination experience for visitors and locals alike.

Our Board of Directors has oversight and review authority of serious complaints of breaches by a partner business to this Partner Code of Conduct. Our organizational bylaws authorize the board to terminate partnership for any reason deemed sufficient and is in the best interest of the association by a two-thirds (2/3) vote of the Board of Directors.

As a partner in good standing of Manitowish Waters Visitors Bureau, I commit to:

1. Abide by all applicable federal, state, municipal laws and codes and are also in compliance with local and municipal ordinances and permits.
2. Provide a clean, non-discriminatory, well-maintained and safe environment for all customers.
3. Respond promptly, fairly, and professionally to all customer inquiries and complaints.
4. Provide customers with the highest possible level of service.
5. Treat customers, visitors, and MW Bureau staff, and other partners of the MW Bureau courteously, ethically, respectfully and professionally.
6. During periods of full capacity, assist customers with finding other suitable arrangements to ensure that they feel welcome to the destination.
7. Keep business information updated with MW Visitors Bureau including, but not limited to, staff contacts, website listing and other public information.
8. Keep association account invoices current by paying promptly or within 30 days of receipt.
9. Be a good steward of your community putting the “we” before “I”, and work to ensure a positive view of the Northwoods by all who visit and live here.

Partners should recognize that a business’s serious breach in delivering a quality experience can work to harm the reputation of the association and even the destination overall.

Manitowish Waters Visitors Bureau reserves the right to deny or discontinue partnership due to unbecoming conduct by a partner, non-payment of invoices, or for reasons that may be detrimental to MW Visitors Bureau's goodwill, reputation and/or goals of the organization, including contravention of the principles above.

By signing this, you agree to the partnership code of conduct:

Signature

Date



STAFF CONTACT INFORMATION

It is important for both you and your staff to be included in our Bureau email updates and monthly newsletters. Please list your staff contact information below so we can add them to our lists.

NAME:

TITLE:

EMAIL ADDRESS:
