

# Washburn County Tourism Association

## Membership



Dear Washburn County Area Business Leader,

Tourism is one of the top economic drivers in Washburn County and as the official marketing organization for Washburn County, our team works hard every single day to market the area and our businesses to potential travelers. WCTA has been working behind the scenes over the past couple of years to refresh our brand and dig deep into restructuring our team to be the most effective to serve you, our businesses.

The team at Washburn County Tourism Association is thrilled to share with you that we have launched our new membership program which offers super exciting ways to engage with our website, social media, and much more. These opportunities are sure to drive traffic to your business. Here are some of the highlights that you can participate in depending on the level you choose:

- Share Coupons or Dining Specials on WashburnCounty.org
- Priority Ranking on WashburnCounty.org
- Access to High Resolution, Professional Photos of the Area
- Featured Blog Articles featuring YOUR business
- Real-Time Lodging Leads
- WashCo Compass E-newsletter Spotlights
- Member Listing in Washburn County Official Guide
- Promote your Event on WCTA's LED Sign
- Logo Inclusion in Visitor Information Packets
- Promotional Insert in Relocation Packets

**Chamber Member Discount:** We believe that our Chambers of Commerce serve a vital role in each of our communities and to thank our members who also support their local chamber, we are offering a 20% discount to any business or organization who belongs to one of the following Chambers of Commerce: Birchwood, Long Lake, Minong, Shell Lake, Spooner, Stone Lake

**Non-profit Organization Discount:** Non-profit organizations play a significant role in supporting our communities. As a non-profit, we understand that budgets are often very tight. To help stretch the budgets of our local non-profits, we're offering a 50% discount for membership to 501c.3 Non-profit organizations in our Bronze, Silver, and Gold membership categories.

Thank you for your partnership! As always, we're here to serve our visitors and YOU - if you have any new ideas that you'd like WCTA to consider, please reach out. Your engagement with our organization enhances our visitors' experiences and strengthens our economy.

- Washburn County Tourism Association Team

## TOP REASONS TO JOIN WCTA:

1. WCTA is the strongest marketing organization in the county. This powerhouse is constantly inviting and welcoming visitors that could be your customers.

2. The WashCo Tourism Team works hard for YOUR business. Access the power of this devoted team to help market your business.

3. Over 100,000 visitors to the website will learn about your business!

4. Tourism brings in 38.7 Million Dollars per year to Washburn County's economy.

### IMPORTANT:

Membership Dues paid in 2022 will be for 2023 Membership, but benefits will begin immediately. If you are already a member, you have been awarded a Silver level membership for 2022. You can choose to upgrade to a higher level for the difference.

## Want to learn more? Reach out to our team:



**Michelle Martin**

Executive Director & Chief Operations Officer  
tourism@washburncounty.org  
715-635-9696



**Kaitlin Hanson**

Visitor Experience & Outreach Director  
kaitlin@washburncounty.org  
715-635-9696



**Sara Hubin**

Visitor Experience & Marketing Rep.  
info@washburncounty.org  
715-635-9696

# Washburn County Tourism Association

## Membership Form



**Business/Organization Name:**

**Mailing Address:**

**Physical Address (if different than mailing):**

**Phone Number:**

**Website:**

**Contact Name:**

**City, State, Zip:**

**City, State, Zip:**

**Email:**

**Municipality:**

**Membership Type:**

☐

Platinum - \$1,500 (Limit of 12 Available)

☐

Gold - \$730

☐

Silver - \$365

☐

Bronze - \$183

**Discounts:**

☐

My business/organization is a current member of a Chamber of Commerce in Washburn Co. - 20% Off Membership

Name of Chamber:

☐

Non-Profit (501c.3) Organization - 50% Off Membership (May not be combined with Chamber Member Discount)

**Additional Participation Options:**

☐

Please send me WCTA Meeting Notices

☐

I would like to be considered for a WCTA Board Member position in the future when there is an opening in my area.

I agree to abide by the by-laws of this organization and ensure that I am fully licensed to operate my business. I agree to adhere to all applicable local, state and federal laws and regulations. I understand that violations of the same may constitute grounds for refusal of membership by Washburn County Tourism Association, Inc. as determined by the Board of Directors.

**Signature:**

**Date:**

Please direct questions to: Kaitlin Hanson | [kaitlin@washburncounty.org](mailto:kaitlin@washburncounty.org) | 715-635-9696

**For Internal Use Only:**

**Amount Due:**

☐

Check

☐

Cash

☐

Credit Card

**Date Paid:**

☐

Website Listing Sent for Proofing

☐

Added to Industry Contact in CRM

☐

Added to Industry Newsletter in Constant Contact

☐

Business Visit Scheduled

☐☐



# WASHBURN COUNTY TOURISM ASSOCIATION PARTNERSHIP & MEMBER OPTIONS



Benefits:	Partnership/Member Level Options:			
Each level includes the benefits of all lower levels. 50% off all tiers for non-profit (501c.3) organizations. 20% discount if you belong to a local Chamber of Commerce: Birchwood, Long Lake, Minong, Shell Lake, Spooner, Stone Lake **Discounts may not be combined.	<b>Platinum Member</b> \$1,500/yr (\$4/Day)	<b>Gold Member</b> \$730/yr (\$2/Day)	<b>Silver Member</b> \$365/yr (\$1/Day)	<b>Bronze Member</b> \$183/yr (\$0.50/Day)
<b>Platinum Member - Includes benefits from lower levels, plus:</b>	<b>*Limit 12; Excludes non-profit discount</b>			
Priority Consideration in Blog Posts and Public Relations Efforts (Priceless)	●			
Featured Website Listing on WashburnCounty.org Home Page (Value: \$600)	●			
Promotional Insert in Community Relocation/Welcome Packets (Value: \$300)	●			
Logo Inclusion on Visitor Information Packet Insert (Value: \$300)	●			
<b>Gold Member - Includes benefits from lower tiers, plus:</b>				
WashCo Compass E-Newsletter Spotlight (Value: \$100)	●	●		
Featured Blog Article (Value: \$200)	●	●		
Two "Shared" or One Custom Post on Washburn County Social Media (Value: \$100)	●	●		
<b>Silver Member - Includes benefits from Bronze level plus:</b>				
Lodging Leads Inquiries Emailed in Real-time	●	●	●	
Promotion of Three "Featured Events" on LED Sign	●	●	●	
One "Shared Post" on Washburn County Social Media (Value: \$50)	●	●	●	
Access to High Resolution, Professional Photos of the Area (Value: \$250)	●	●	●	
<b>Bronze Member - Includes benefits listed below:</b>				
Ability to Post Dining Specials on Dining Calendar on WashburnCounty.org	●	●	●	●
Post job opportunities on WashburnCounty.org	●	●	●	●
Direct Access to Update Website Listing, Photos, Deals & More	●	●	●	●
Enhanced Listing on WashburnCounty.org (Value: \$200)	●	●	●	●
Literature Displayed at Washburn County Information Center & Wayside	●	●	●	●
Ability to Share Coupons on WashburnCounty.org	●	●	●	●
Washburn County Visitor Guide Member Listing (Value: \$100)	●	●	●	●
Business Referrals to Visitors & New Residents to the Area	●	●	●	●
Ability to partner in Co-op Advertising Opportunities	●	●	●	●
Priority Ranking on WashburnCounty.org (Value: \$100)	●	●	●	●
Inclusion in Member Page on WashburnCounty.org	●	●	●	●
Notification of WCTA Board Meetings	●	●	●	●

All Washburn County businesses receive a free Basic Listing on WashburnCounty.org upon request.

\*\*We understand that a one-size-fits all may not work for your business or organization and you may not want (or need) all of the benefits offered under your selected tier. Please know that these are optional benefits and it is perfectly acceptable to opt out of any benefits that don't suit your business. That being said, we encourage you to choose the tier that fits your business or commitment to Washburn County's tourism industry. Every dollar that comes in to WCTA helps to support Washburn County's thriving tourism industry and makes our community a better place.

We appreciate your support!