

Russian River LGBT Tourism Guild

Participant Registration 2007

Who we are:

The Russian River LGBT Tourism Guild (the Guild) is a subcommittee of the Russian River Chamber of Commerce.

The purpose of the Guild is to provide information to the LGBT traveller about the recreational opportunities available to LGBT visitors in the Russian River Recreation Area (Forestville, Rio Nido, Guerneville, Monte Rio and Duncan's Mills).

The goal of the Guild is to increase the number of LGBT visitors to the area during the 'off-season' months of October through April.

Who can participate:

The Guild is open to anyone owning or operating a LGBT friendly business in the Russian River Recreation Area. It is also open to any business providing activities for visitors staying in the Russian River Recreation Area.

Any business operating within the Russian River Recreation Area can participate and have their business listed on the Guild's website for **free**.

What do you get?

Access to the LGBT traveller via a unique co-op marketing opportunity.

By advertising with the Guild your money is pooled to purchase advertisements in LGBT publications in the greater Bay Area (Sacramento, San Francisco and San Jose).

Your money is spent on booths at trade shows and SF Pride to increase the visibility of the Russian River. And, part of your money goes to maintaining the web site.

What are the ads like?

Our ads look a lot like the web site. They are generic and advertise the area as a destination. Upcoming local events are often mentioned without advertising specific businesses. The purpose of our ads is to direct potential visitors to the website for information. (that's when they find out about your business!)

We have designed our website to be a comprehensive source of travel information for visitors to the Russian River Recreation Area.

How are we doing?

We measure our success by the number of visitors to our website. Check out our statistics!

We have been able to do this well due to a grant of \$125,000 from the Russian Redevelopment Project. This grant will provide advertising for the area through the end of 2007 (and part of the winter of 2008).

Wanna help?

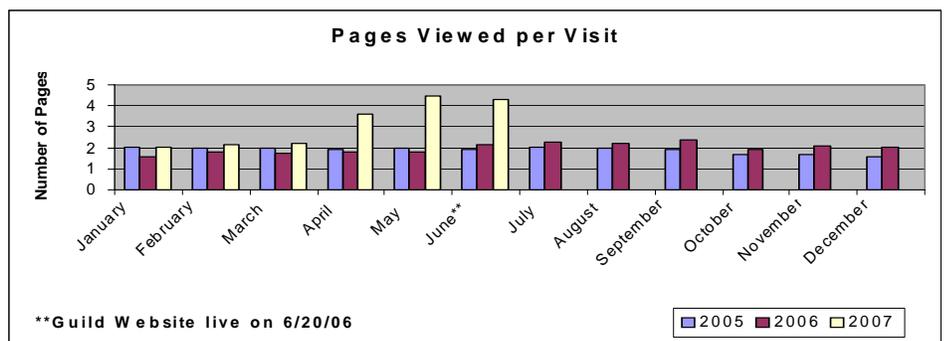
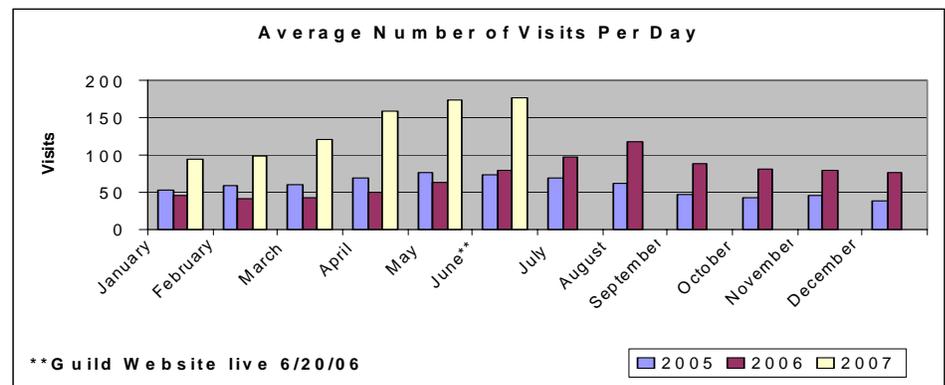
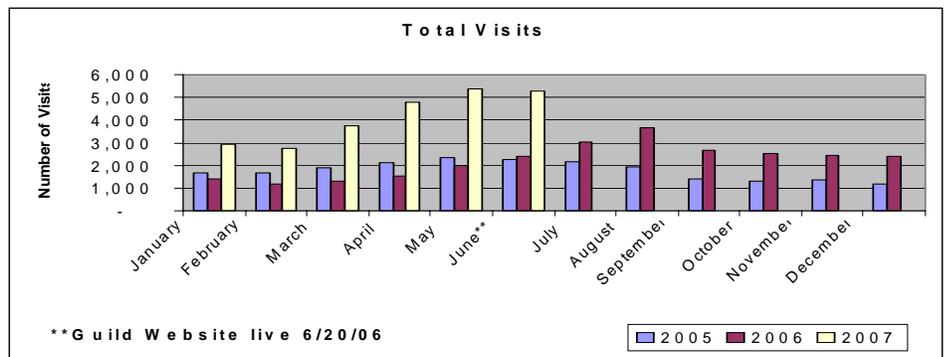
The Guild is managed by a Steering Committee made up of members of the RR Chamber. Although only Chamber members may serve on the Steering Committee anyone participating in the Guild can attend steering meetings and participate in the management of the marketing effort. Volunteers are needed for fundraising, trade shows and events.

Contact Information:

Russian River Chamber of
Commerce
P O Box 331
Guerneville, CA 95446
707-869-9000

Steering Committee:

Lynette McLean,
Highlands Resort
707-869-0333
Verna Preseau,
Woods Resort
707-869-0600
Scott Mandel,
Russian River Resort
707-869-0691
Jerry Hammond,
Herth Realty
707-217-7251



2007 Participant Registration Form

Participation in the Russian River LGBT Tourism Guild is **FREE**.

At no charge you can have your business's name, address, phone, email (not live), web address (also not live) and 25 word description on the Guild's website. If you want more visibility... you can buy it. Just look at your options on the next page!

Business Name: _____

Contact Name: _____

Contact's Email: _____

Contact's Phone: _____

Please note that we communicate with our Participants via email. Should your email address change, please let us know. If you do not have email, you can stop by the Chamber office for our meeting schedule or to see a copy of the minutes of our meetings. Check out the online Chamber Calender for our meeting schedule or call the Chamber for updates.

To list your business in more than one Business category, please submit duplicate copies of this form and complete one for each business or each business listing.

Business Listing Information for Web Site:

Business Name: _____

Address: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____ **Phone:** _____ **Fax:** _____

Business Email: _____

Web Address: _____

List Business as: ___ a) Gay; ___ b) Gay Friendly Yes, these are your ONLY two choices. The web site is for LGBT visitors. Your clients are either mostly gay (= Gay) or mixed (= gay friendly). We're a simple Guild... Pick one.

Would you like your business to be listed as **Gay Owned**? ___ Yes

Would you like your business to be listed as **Pet Friendly**? ___ Yes

Business Category: Please Select ONE (1) category where your business listing will appear on the web site. No you can't make up your own category. These correspond to the web pages. Thanks!

Lodging:

___ Resorts/Cabins
___ Inns
___ B&B
___ Campgrounds
___ Vacation Rentals

Bars & Dining:

___ Restaurants
___ Bars & Clubs
___ Coffee Houses

Shopping:

___ Shops
___ Food/Wine
___ Art & Galleries
___ Real Estate
___ Beauty
___ Other

Activities:

___ Wineries
___ On the River
___ Spa/Massage/Fitness
___ Day Use/Pool Use
___ Sport
___ In the Woods
___ Other

Business Description: You get 25 words FREE. (See reverse if you want more words):

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2007 Participant Upgrades

Purchasing some of the following upgrades to your Standard (FREE) listing on the website can make your business stand out from the rest. There are 2 places you can show off your business:

A) Website: Enhance your FREE listing on www.GayRussianRiver.com:

1) Deluxe Upgrade:\$75.00 \$ _____

Your business name in bold, Live links to both your email and your web site and a total of 50 words to describe your business on the Guild's website.

~~PLUS get a listing in the LGBT Business Directory for your business.~~ **Not available - the map has been printed for 2007.**

2) Premier Upgrade:\$300.00 \$ _____

Includes Deluxe Upgrade 50 more words to describe your business (for a total of 100 words) on the Guild's website. Plus a small Logo or photo* for your web listing.

~~LGBT Business Directory Listing for your business with your business location shown on the map.~~

Not available - the map has been printed for 2007.

3) Website Extras:

1) Extra 25 words to describe your Business\$25.00 x _____ \$ _____

You can purchase up to a maximum of 100 words (includes both free and purchased)

2) Small Color Logo or Photo* for your Business.....\$150.00 \$ _____

3) Priority Placement AND larger logo* on the Website:\$200.00 extra \$ _____

Have your business listed at the top of the page for your business category (businesses will be priority listed in alphabetical order).

This option is ONLY available with purchase of the Premier Upgrade.

B) Russian River LGBT Business Guide:-

This will be a 4 color glossy brochure with a map of the Russian River Recreation Area, a map showing the location of the area in relation to Sonoma County, the wineries and the bay area. This 4 color directory will be distributed both locally (Chamber, lodging properties, local businesses) and at **all** of the trade shows the Guild attends including SF Pride.

~~1) List your Business on the Guide's Directory~~\$25.00 \$ _____

(included with the Deluxe Website Upgrade)

~~2) Show your Business Location on the Map (includes business listing)~~\$50.00 \$ _____

(Included with the Premier Website Upgrade)

~~3) Business Advertisement 2" x 2" Size**~~\$100.00 \$ _____

Includes Business listing and Map location.

C) Second listing for your business.

Say you want to be listed under Bars and Restaurants, or maybe Cabins and Camping. ...You can list your business for FREE on the website in as many business categories as apply. Make copies of the Participation Form and submit your free listing requests individually.

IF you want to purchase **Upgraded Listings** for more than one business you can receive 30% off the total cost of your 2nd, 3rd... listings. Copy the Participation Form (front and back) and complete one for each business. On the second(, third,...) Business, deduct 30% of the total.

Listings need to be submitted together to qualify for the discount.**30% Discount** _____

TOTAL (Please make check payable to R. R. LGBT Tourism Guild).....TOTAL \$ _____

Please return this completed form, your check for the full amount, and (if applicable) your 25, 50, 75 or 100 word description of your business. Submit any art by email. ~~If you want to be in the Business Guide, return your form before April 20, 2007.~~

Questions? Call Jerry Hammond, Participation Chair
Ph: 707-217-7251 cell
Fx: 707-869-1415
email: JRHamm1@hotmail.com

RR LGBT Tourism Guild
C/O Russian River Chamber of Commerce
P O Box 331
Guerneville, CA 95446

*Small logo/photo size is 100 x 120 pixels. Large logo/photo size is 200 x 120 pixels. Photo or logo should be in .jpeg or .gif.

Proportions for smal sizel = 5:6 and for large size = 5:3. Sorry - we are unable to do designs for you.

** Art for Business Directory ads should be .pdf in CMYK.

Please note that the website is updated monthly and thus, it may take up to 30 days for your listing to be posted.