



## Dodge County Tourism Association (DCTA) Annual Membership

Joining the Dodge County Tourism Association helps your business and your community. The DCTA is your partner in developing tourism in Dodge County.

### Benefits of membership include:

- Listing in the 2010 *Dodge County Travel Guide* with a total distribution of 25,000
- Become a part of a marketing plan that generates awareness among more than 1,000,000 people annually
- Inclusion in state grant-funded promotions and seasonal package promotions
- Voting membership in DCTA and admission to all DCTA events, picnics and meetings
- Business listing and web link on [www.dodgecounty.com](http://www.dodgecounty.com), which averages 2,100 unique visitors per month
- Direct mail campaign promoting the *Travel Guide* and seasons
- Seasonal website features and ongoing pay-per-click advertising
- Seasonal E-mail newsletters to current database and targeted lists
- Active promotion of Dodge County through print advertising in niche publications and targeted cable television advertising
- Year-round public relations strategy, including publicity kits and promotions
- Co-op advertising opportunities in newspapers, magazines and television, allowing you to advertise in places you might otherwise not be able to afford
- Inclusion in Dodge County supported funding from the county government
- Monthly DCTA e-newsletter, keeping you informed about ongoing marketing and tourism-related issues

Joining the DCTA is easy. Membership rates are only **\$250**. To join, simply complete the membership form (included) and submit it with a **check made out to DCTA**.

The 2010 Travel Guide will be the same format as the 2009 guide. Each DCTA member will receive equal representation. All members can submit a **color logo or photo** and **50-word description** and **contact information** to be included in the guide. (See membership form for details).

**The final deadline to reserve your listing in the 2010 Travel Guide is October 2, 2009.**

We look forward to working together with you!

DODGE COUNTY TOURISM ASSOCIATION



**Dodge County Tourism Association Membership Form & Travel Guide Business Listing**

▪ **CHECK ONE (USE A NEW SHEET FOR EACH ADDITIONAL LISTING):**

\$250 Membership Renewal/New Member

\$200 Additional listing (20% discount per additional listing after first fully paid listing)

**CLEARLY PRINT AND COMPLETE THE INFORMATION BELOW TO BE INCLUDED IN THE 2010 TRAVEL GUIDE**

Name of Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

E-mail address: \_\_\_\_\_ Fax number: \_\_\_\_\_

Type of Business: *(Circle only one):*

Chamber/Tourism or Municipality	Lodging & Group/Special Occasion Facility	Events
Restaurant	Retail	Service
Attraction	Golf	

▪ **Membership Renewals/Current Members (complete form below when necessary):**

Same listing & photo/logo as 2009 Guide

New listing, same 2009 photo/logo

Same 2009 listing & new photo/logo

New listing & new photo/logo

▪ **New Members (Please complete ALL information below):**

Business address: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Website address: \_\_\_\_\_

Email address: \_\_\_\_\_

Hours of operations: (include seasonal information, if applicable) \_\_\_\_\_

Description of business: (Up to 50 words. We reserve the right to edit. Write below or email your listing copy to [carli@pilchbarnet.com](mailto:carli@pilchbarnet.com)):

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**\*\* Email you high-resolution photo/logo to [carli@pilchbarnet.com](mailto:carli@pilchbarnet.com) or attach a CD with your logo/photo (300 dpi or greater). The final deadline to reserve your listing in the 2010 Travel Guide is October 2, 2009\*\***

**MAIL THIS COMPLETED FORM (WITH CHECK MADE PAYABLE TO**

**DCTA) TO:** DCTA  
 Attn: Rae Marie Dougan  
 P.O. Box 39  
 Beaver Dam, WI 53916

**IF YOU HAVE QUESTIONS, PLEASE CONTACT:**  
 Debbie Waldvogel, DCTA President  
[dwaldvogel@wildblue.net](mailto:dwaldvogel@wildblue.net) or 1-920-885-9590

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