

# North Carolina's Blue Ridge Mountain Host

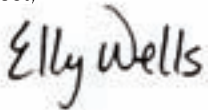
## Dear Blue Ridge Mountain area business:

Tourism affects every business in Western North Carolina. Annually, visitors spend more than \$1 billion in the Blue Ridge Mountain Host region.

As part of that success, Blue Ridge Mountain Host has actively promoted our ten-county region since 1995, aggressively attracting visitors to the region through our annual *Visitor Guide*, our distinctive web site, and our cooperative marketing campaigns.

A non-profit coalition of 190+ member businesses, Blue Ridge Mountain Host is making tourism work for everyone. **Your membership** will help it work for you. Please review the enclosed benefit information and contact me with any questions you might have! A simple membership application is enclosed.

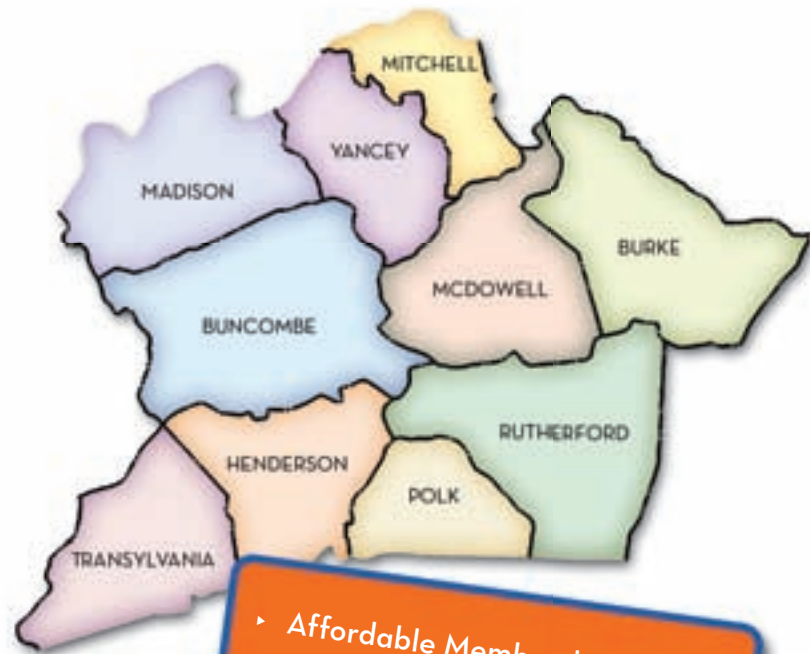
Best,



**Elly Wells, Managing Director**

(828) 285-9907

info@ncblueridge.com



- ▶ Affordable Membership Rates
- ▶ No Hidden Costs
- ▶ See Membership Dues on back of enclosed application

## WHO CAN BE A MEMBER?

If tourism affects your business, and your business is physically located in our region, you should be a member.

- ▶ Accommodations
  - ▶ Attractions
  - ▶ Entertainment
  - ▶ Museums
  - ▶ Non-Profits
  - ▶ Outdoor Recreation
  - ▶ Real Estate Agencies
  - ▶ Rental Agencies
  - ▶ Residential Communities
  - ▶ Restaurants
  - ▶ Retail
- and more! Tell us about you.

## WHEN TO JOIN

- ▶ To make the annual *Visitor Guide* publication deadline for 2010, application and payment are due by **November 1, 2009**.
- ▶ Note that you can join Blue Ridge Mountain Host **at any time**.
- ▶ Simply fill out the membership application and mail it with your dues payment. We'll immediately add your Web listing and you'll be included in the next year's annually printed *Visitor Guide*.

## BLUE RIDGE MOUNTAIN HOST MEMBER BENEFITS

Reach thousands  
of potential visitors

- 1** Annual *Visitor Guide*:  
100,000 regional travel guides published annually
- 2** Web Site Listing & Link:  
[www.ncblueridge.com](http://www.ncblueridge.com)
- 3** Co-op Advertising Program:  
print and online campaigns

**BLUE RIDGE  
MOUNTAIN** HOST

Blue Ridge Mountain Host publishes 100,000 of its annual *Visitor Guide* as a valuable resource for visitors wanting to plan their next visit and advertisers who want to reach them.

The official *Visitor Guide* features fresh editorial and photography, points of interest, member listings and simple, yet effective formatted ads for each area in the Blue Ridge Mountain Host region.

There are a variety of affordable advertising options and strong added value.



## WE INVEST IN OUR MEMBERS' SUCCESS

Blue Ridge Mountain Host members invest more than \$200,000 in co-op advertising and marketing, reaching millions of households in targeted markets. Our aggressive marketing campaigns generate thousands of leads for the *Visitor Guide*.

100,000 *Visitor Guides* are mailed to individual inquiries and distributed to state welcome centers, area chambers of commerce, TDAs and Blue Ridge Mountain Host members.

## ALL BRMH MEMBERS RECEIVE:

- ▶ **Visitor Guide Listing** so potential visitors can reach you directly.
- ▶ **Hot Link** for listing in online guidebook.
- ▶ **Free Visitor Guides** for you to distribute at your business.

## ADDED VALUE FOR ADVERTISERS

In addition to your display ad being placed in a positive editorial environment, all 2010 *Visitor Guide* display advertisers receive a variety of additional benefits and added value.

- ▶ **Free Leads** from potential visitors. Every inquiry the organization receives for the *Visitor Guide* is shared with all *Visitor Guide* display advertisers via Excel spreadsheets.
- ▶ **Free Hot Link** for ad in online guidebook.
- ▶ **Free Ad Production** — send your photo and text. We do the rest and provide a proof for approval.

## BLUE RIDGE MOUNTAIN HOST WEB SITE LISTINGS & LINKS

Blue Ridge Mountain Host invests more than \$200,000 a year to promote its tourism product and the web site. As a Blue Ridge Mountain Host member, you are listed on and linked to the web site in a variety of ways.



## BLUE RIDGE MOUNTAIN HOST WEB SITE PERKS

As a Blue Ridge Mountain Host Member

- ▶ You are entitled to one Web listing for your business or property, with the opportunity for multiple listings on the web site for just \$25 per year/per category;
- ▶ You can change your listing at any time; and
- ▶ You are strongly ranked on the Blue Ridge Mountain Host web site under "Blue Ridge" key words.

Member Listings include:

- ▶ Category of choice
- ▶ Color photo
- ▶ 75-word description
- ▶ Visitor contact info for business/property
- ▶ Direct link to member web site

## SPECIAL OFFERS LISTING

For only \$25 per listing, per year, BRMH promotes special seasonal incentives on our Special Offers Page. The Special Offers listings can be updated at any time within that year to stay competitive with other seasonal offers in your industry.

PLUS!

## ONLINE VISITOR GUIDEBOOK

Blue Ridge Mountain Host Members are listed in the online *Visitor Guide*, which is downloadable as a PDF file by visitors to the web site. Member listings and ads are hot-linked.

## BUILDING MARKETS TOGETHER

Each year, Blue Ridge Mountain Host offers its members an opportunity to affordably promote their business in national and regional publications and with online opportunities reaching our primary markets.

By promoting the region and our members cooperatively, the marketing campaign strengthens our brand and enables potential visitors to begin planning their trip immediately.

The annual co-op advertising program is placed in selected publications and online, reaching a researched target audience.

Each year, the co-op program is announced at the annual member meeting in late October.

Advertisers choose from a variety of publications and online opportunities running throughout the year. By leveraging our budgets together, members benefit from reduced rates in specially selected publications while promoting the BRMH brand to targeted audiences.



### TARGETED, COST-EFFECTIVE MEDIA:

- ▶ AAA Go
- ▶ AAA Journeys
- ▶ American Road
- ▶ Blue Ridge Country
- ▶ Charleston Magazine
- ▶ G - The Magazine of Greenville
- ▶ Girlfriend Getaways
- ▶ Our State
- ▶ Southern Living



# Blue Ridge Mountain Host Membership Dues

BRMH is a ten-county public-private partnership promoting the heart of the Blue Ridge Mountains as a visitor destination. Serving Buncombe, Burke, Henderson, Madison, McDowell, Mitchell, Polk, Rutherford, Transylvania and Yancey counties.

To become a BRMH member, your business or organization must be physically located within the ten counties of the Blue Ridge Mountain Host region.

- ▶ Please complete the membership application form and mail with your dues to the address below. Keep a copy for your records.
- ▶ Multiple businesses: once you pay the full rate for your primary business, additional businesses are one-half the full rate. This entitles each additional business to a web listing, *Visitor Guide* listing, option to place a *Visitor Guide* ad, and to participate in co-op advertising programs. If you are paying for multiple businesses, please use a separate form for each.
- ▶ Businesses with accommodations, even though they may have other features such as a restaurant, golf, etc., pay dues based on the **accommodation rate**.
- ▶ If you have questions about your dues or your membership, please contact Elly Wells at:

**PO Box 1806, Asheville, NC 28802**  
**828.285.9907, Fax 828.285.9908**  
**info@ncblueridge.com**  
**www.ncblueridge.com**



See **Membership Application** on back.

## ACCOMMODATIONS • RENTAL AGENCIES RESIDENTIAL COMMUNITIES

<input type="checkbox"/>	Campgrounds	\$200
<input type="checkbox"/>	Less than 10 rooms/units	\$175
<input type="checkbox"/>	11-40 rooms/units	\$200
<input type="checkbox"/>	41-90 rooms/units	\$300
<input type="checkbox"/>	91-200 rooms/units	\$500
<input type="checkbox"/>	201-500 rooms/units	\$850
<input type="checkbox"/>	More than 500 rooms/units	\$1,750

## ATTRACTIONS • OUTDOOR RECREATION ENTERTAINMENT • MUSEUMS

<input type="checkbox"/>	Agri-tourism (local farms & gardens)	\$175
<input type="checkbox"/>	Annual admissions less than 5,000	\$175
<input type="checkbox"/>	Annual admissions 5,001-10,000	\$250
<input type="checkbox"/>	Annual admissions 10,001-25,000	\$500
<input type="checkbox"/>	Annual admissions 25,001-100,000	\$850
<input type="checkbox"/>	Annual admissions 100,000-500,000	\$1,150
<input type="checkbox"/>	Annual admissions more than 500,000	\$1,750
<input type="checkbox"/>	Festivals	\$250
<input type="checkbox"/>	Conference & Convention Centers (no lodging)	\$300
<input type="checkbox"/>	Golf Courses & Country Clubs (no lodging)	\$400

## RESTAURANTS • FOOD SERVICE

<input type="checkbox"/>	90 seats or less	\$200
<input type="checkbox"/>	More than 90 seats	\$300

## RETAIL

<input type="checkbox"/>	Less than 1,000 square feet	\$175
<input type="checkbox"/>	More than 1,000 square feet	\$300
<input type="checkbox"/>	Shopping Centers/Malls	\$600

## OTHERS

<input type="checkbox"/>	Non-Profit Organizations	\$175
<input type="checkbox"/>	Patrons	\$175
<input type="checkbox"/>	Media: Newspapers, Radio, TV Stations	\$200
<input type="checkbox"/>	Real Estate Agencies	\$200
<input type="checkbox"/>	Financial Institutions	\$300
<input type="checkbox"/>	Hospitals	\$300
<input type="checkbox"/>	Colleges & Universities	\$500
<input type="checkbox"/>	Utilities/Airport	\$600
<input type="checkbox"/>	Other Businesses (1-25 employees)	\$175
<input type="checkbox"/>	Other Businesses (26+ employees)	\$200

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- ▶ Please complete the following information and mail with your dues to the address below. Keep a copy for your records.
- ▶ If you are paying for multiple businesses (see membership dues form on back), please use a separate form for each.

**If you have questions about your dues amount or your membership, please contact Elly Wells at 828.285.9907.**

Business Name \_\_\_\_\_

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

County \_\_\_\_\_

Physical Address \_\_\_\_\_

Phone \_\_\_\_\_ Toll Free \_\_\_\_\_ Fax \_\_\_\_\_

Contact Email Address \_\_\_\_\_

Email for Visitor Inquiries \_\_\_\_\_

Web site \_\_\_\_\_

Chamber/TDA/CVB Affiliation \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

I was referred to BRMH by \_\_\_\_\_

**Membership Category** \_\_\_\_\_ **Dues Amount \$** \_\_\_\_\_

(See **Membership Dues** on back)

**Please return this form along with your Membership Dues to:**

Blue Ridge Mountain Host, Attn: Elly Wells, PO Box 1806, Asheville, NC 28802  
Phone 828.285.9907 • Fax 828.285.9908 • [www.ncblueridge.com](http://www.ncblueridge.com) • [info@ncblueridge.com](mailto:info@ncblueridge.com)