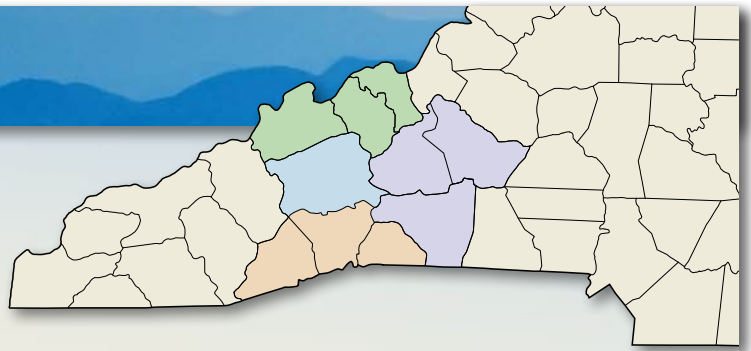


Membership Application

North Carolina's
BLUE RIDGE MOUNTAINS

**BLUE RIDGE
MOUNTAIN** **HOST**



Dear Blue Ridge Mountain area business:

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
- Summer Camps

– and more!
Tell us about you.

Tourism in Western North Carolina produces \$1 billion each year for our region. Blue Ridge Mountain Host is an active part of this economic engine, aggressively promoting its 10-county region to visitors and increasing member visibility in key markets. Our annual *Visitor Guide*, dynamic website and cooperative marketing campaigns leverage the combined resources of our 180 member-strong non-profit coalition to bring visitors to the Host area.

We invest in your success. Blue Ridge Mountain Host invests more than \$200,000 annually to advertise and market its membership, generating thousands of leads for members and reaching millions of households in targeted markets.

To become a BRMH member, you must be physically located within the 10 counties of the Blue Ridge Mountain Host region (Buncombe, Burke, Henderson, McDowell, Madison, Mitchell, Polk, Rutherford, Transylvania, Yancey).

Enclosed you will find full details regarding member benefits. Please contact me with any questions you might have – or complete the simple membership application and join or renew today.

Best,

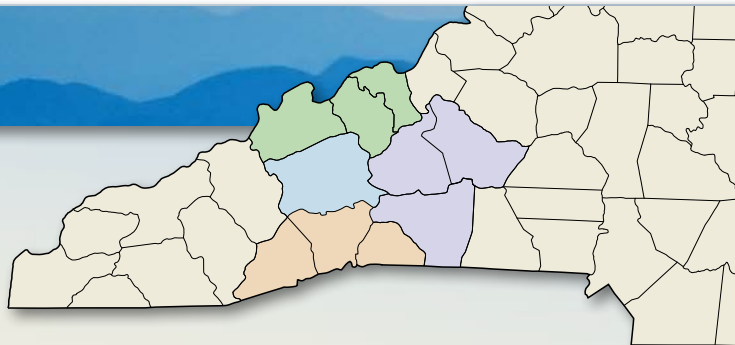
Jane Cox Murray, Managing Director
828.285.9907
jane@ncblueridge.com

Join Now

- You may join Blue Ridge Mountain Host at any time.
- Simply complete the membership application and mail it with your payment. We'll add your Web listing and you'll be included in the next annually printed *Visitor Guide*.
- To participate in the 2012 *Visitor Guide*, applications and payments must be received by February 10, 2012.

Member Benefits

- Reach thousands of potential visitors
- Visitor Guide: 85,000 regional travel guides published annually
- Website Listing & Link: www.ncblueridge.com
- Co-op Advertising Program: print and online campaigns
- Affordable membership rates



Membership Application

- Please complete the following information and mail with your payment to the address below. Keep a copy for your records.
- If you are paying for multiple businesses, please use a separate form for each. Primary business at full rate, additional businesses at half the full rate. (*See Membership Categories.*)
- If you have questions about your membership, please contact Jane Cox Murray at 828.664.0442.

Business Name _____

Mailing Address _____

City _____ State _____ Zip _____

Contact Person _____

County _____

Physical Address _____

Phone _____ Toll Free _____ Fax _____

Contact Email Address _____

Email for Visitor Inquiries _____

Website _____ Chamber Affiliation _____

Authorized Signature _____

Title _____ Date _____

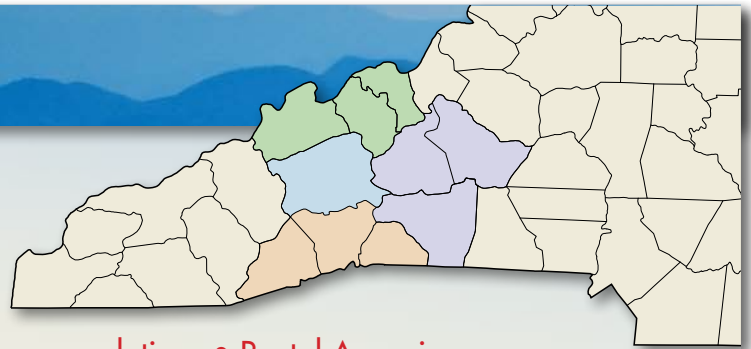
I was referred to BRMH by _____

Membership Category _____ Dues Amount \$ _____

Please return this form along with your payment to:

Blue Ridge Mountain Host • Attn: Jane Murray, PO Box 1041, Black Mountain, NC 28711
Phone 828.285.9907 • www.ncblueridge.com • jane@ncblueridge.com

Membership Categories



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

- Please complete the membership application form (see reverse) 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 **accommodations rate**.
- If you have questions about your dues or your membership, please contact Jane Murray at:

PO Box 1041, Black Mountain, NC 28711
828.285.9907, jane@ncblueridge.com

Accommodations • Rental Agencies Residential Communities

<input type="checkbox"/> Campgrounds	\$200
<input type="checkbox"/> Fewer 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 below 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"/> Up to 90 seats	\$100
<input type="checkbox"/> More than 90 seats	\$200

Retail

<input type="checkbox"/> Up to 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"/> 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

Non-Profit Associations/Partnerships

<input type="checkbox"/> Members, Friends of Mountain History	\$100
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Blue Ridge Mountain Host is a not-for-profit, public-private partnership promoting the Blue Ridge Mountains as a visitor destination. BRMH is 180+ members strong representing Buncombe, Burke, Henderson, Madison, McDowell, Mitchell, Polk, Rutherford, Transylvania and Yancey counties.