

Membership Application Form

Company/Organization _____

Contact, Title _____

Address _____

City, State, Zip _____

Telephone _____

Fax _____

Website _____

Email _____

Yes, we wish to support the Yuma Visitors Bureau.



Annual dues \$ _____ Business Category _____

Signature/Date: _____

Referred by: _____

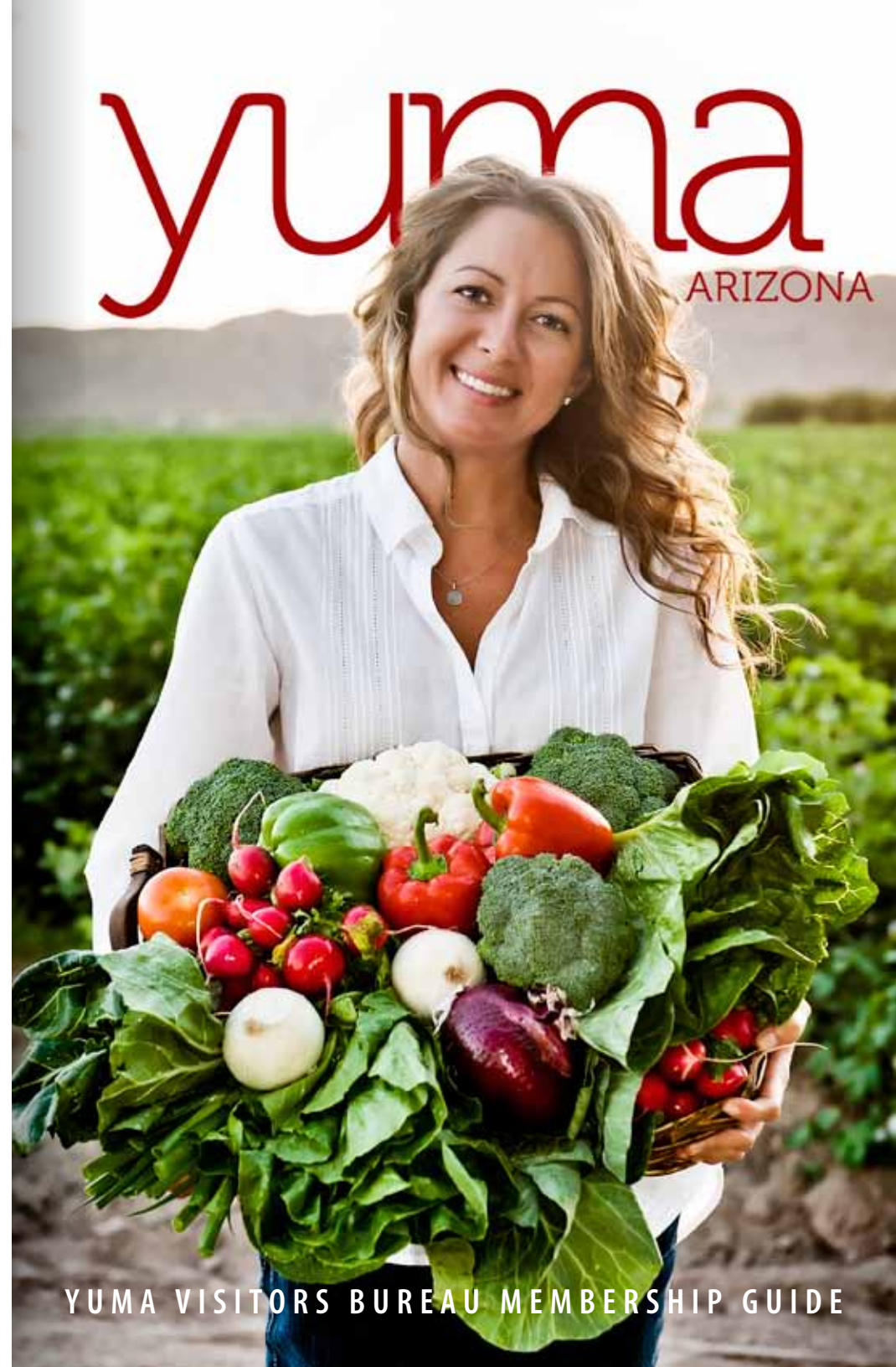
Payment is due upon submission of this application and will be applied to 12 months full year of membership--you will be invoiced for dues annually in the month you first joined. YVB is a 501(c)(6) organization, and your membership dues are not tax-deductible as a charitable contribution for federal income tax purposes. However, your membership dues may be deductible as an "ordinary and necessary" business expense. We appreciate your support!

OFFICIAL USE ONLY
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Membership investment received (date, payment info)

Membership approved, website listing added (date)

202 S. 1st Avenue, Ste. 202, Yuma, AZ 85364 | 928.376.0100 | 1.800.293.0071 | www.visitYuma.com



yuma

ARIZONA

YUMA VISITORS BUREAU MEMBERSHIP GUIDE

“Yuma, London’s calling.”

1.4 million readers in London’s largest newspaper read about Yuma’s “Free board every day the sun doesn’t shine” program in July, 2011. The Financial Times is a newspaper that is printed at 23 different sites across the globe. How many of those readers will actually pick up the phone, book a ticket and fly to the World’s Sunniest City remains to be seen. The opportunity to reach that many potential visitors has the Yuma Visitors Bureau and participating partners, well, positively sunny.

That’s how your membership dollars are used. We create marketing programs that are unique, one-of-a-kind, and most importantly authentically Yuma. We put our heart and soul into these programs so that our community, and our members, benefit.

Marketing programs worthy of international media attention take creativity, persistence, a community effort and dollars. Our members believe in our abilities and our accountability for their investment.

YVB programs have been featured in Sunset Magazine; Arizona Highways; L.A. Times; Edible Phoenix; Canadian Traveller and many more in the past year alone.



Who is the Yuma Visitors Bureau?

Our mission is to promote Yuma as a destination site and promote the rich diversity of our area and its history. We are supported by a 2% hospitality tax collected by the City of Yuma, through membership dues and by revenues generated by various event and programs. We are a non-profit 501(c)6 entity. We currently have approximately 300 members, 12 employees and we are governed by a volunteer board of directors.



Locally, we operate a Visitors Information Center (VIC) where tourists and locals alike can find out more about things to do in the Yuma area.

In the past year alone, the marketing and advertising programs we have created have reached over 10 million potential visitors across the world.

Here are some ways becoming a member can benefit you and your company

Word from the Bird

The monthly e-newsletter is sent to over 1,000 interested community leaders, businesses, visitors and local families notifying them about our programs, member news, schedule of events, cooperative marketing opportunities and tourism statistics. We welcome any information you may have that we could include in our Member Happenings section.

www.visityuma.com website

All of our members are identified on our website as preferred vendors. The membership directory offers you the opportunity to highlight your business/agency and create your own mini website inside ours. Wondering how the member page stacks up?

1st page for viewing hits- front page

2nd page for viewing hits- member page

3rd page for viewing hits- Hotels and events

Visitor Information Center (VIC)

The YVB operates a Visitor Information Center inside the Quartermaster Depot State Historic Park. We are open 7 days per week 9am-5pm. We distribute brochures and information to over 95,000 visitors each year. Your business' brochure will be displayed at the VIC. Feel free to stop by anytime to refill your rack cards, talk to our informative staff and share information about your products/services. We recommend that you place a coupon or some kind of tracking system in your marketing brochures so you can track the business that is generated from the VIC. Restaurants, please bring your menu and we'll include you in our dining/reservations book at the VIC.

Our new billboards on I-8 are designed to bring traffic into the VIC. Don't miss your chance to reach this audience.

Sales Lead Program

All bureau members qualify to receive sales leads for convention sales and group tours. The opportunity to submit bids to these groups will enhance your ability to work with this lucrative market.

Collaborative Programs & Partnerships

Each member has the opportunity to participate in collaborative programs and promotions with the YVB. Throughout the year, we offer a variety of collaborative programs and grants that are available only to members. Some examples are the "Free board every day the sun doesn't shine" campaign and sales missions.

Media Relations

Our media relations specialist Ann Walker has the ability and resources to help you reach target audiences using our media software program. Have a new unique product you want to promote across the U.S.? Let us help. It's part of your membership.

Yuma... Meet Yourself.

Our quarterly training and networking sessions include seminars about our current programs, collaborative opportunities, and specific topics. There is always time to network with other members and share information to all members about your business.



Visitors Guide to Yuma

All members will receive a free listing in the Membership Directory section of the Visitors Guide to Yuma. The 4-color guides are published annually, and are distributed locally through several businesses including the Visitor Information Center, visitor centers across Arizona, and mailed nationally and internationally to consumers inquiring about Yuma. The Guide is also utilized by convention planners and group tour operators. The entire Visitors Guide will be on www.visityuma.com for visitors to peruse and print either the entire guide or just the piece they are looking for.



Schedule of Membership Dues

We are pleased to announce we no longer require an administration fee and our dues have been lowered to provide an affordable way to work with the Yuma Visitors Bureau.

Non-profit agency	\$100
Business member	\$200
Attraction	\$200
Restaurant	\$200
RV Park	\$1/space (\$150 minimum)

Hotels:	
Outside Yuma County	\$3/room
Hotels with less than 500 sq. ft meeting space	\$5/room
Hotels with 501+ sq. ft meeting space	\$7/room
Casino	\$750

For more information about joining the Yuma Visitors Bureau as a member, please call 928-376-0100.

Thank you for your participation and your trust in our agency.

1, Field to Feast, a hands on agricultural tour of Yuma's bountiful produce that culminates with a meal from the field to table. 2, Lettuce Days, A celebration of our communities greatest commodity, vegetables! 3, Our quarterly member meetings offer a chance to network and get to know fellow members. 4, Free meals every day the sun doesn't shine! Our newest campaign geared towards increasing tourism. 5, Harvest Dinner, A showcase of Yuma's Agriculture and a thank you to all those who make it possible.

