MEMBERSHIP BENEFITS

2018 – 2019 Membership Package
www.twentyvalley.ca
TWENTY VALLEY’S MANDATE

Vision
TVTA is the leader in destination management delivering strong results for its stakeholders and by creating a top tourism destination.

Mission
Aggressively build Twenty Valley's brand awareness and personality, while showcasing the destination's exceptional wine & culinary experience.

Actively grow the membership base through the execution of high-value programming, which serves the business needs of the tourism industry's stakeholders and municipal partners.

Explore all potential avenues for additional funding, to ensure the sustainability of the organization, by utilizing the profile and influence of board members and by developing strong partnerships with the funding stakeholders.

Values
An organization's values, identified in a Strategic Plan, are intended to represent the guiding principles of what the organization both stands behind and endeavors to hold its staff accountable for all business practices.

Transparency • Accountability • Leadership • Teamwork • Innovation

THE ORGANIZATION

As a destination marketing organization, we support our members through a variety of annual campaigns, events and the destination-driven materials through in-market outlets and beyond. As members you are vital to the development of our destination.

Twenty Valley is committed to providing marketing support for its membership and destination by exploring sources of revenue through government agencies, municipalities and the Regional Tourism Office.

MARKETING THE DESTINATION

Twenty Valley's role as a destination marketing organization and the tourism arm for the Town of Lincoln is to promote your business as an inviting and unique attribute to our area. Combined with the natural beauty of the Niagara Escarpment and the proximity to the QEW, Twenty Valley is rich in opportunities for increased visitation.

Our office fulfills hundreds of inquiries from all forms media, online and consumer. We provide information or referrals to your business. We issue media releases, host Media FAM Tours with influencers and other media, which we ensure is open to interested Members.
BENEFITS

Our website sees more than 80,000 unique visitors annually with more than 240,000 page views. That number will continue to grow substantially with our new brand campaign launching Spring 2018. Twenty Valley has invested in an agency to boost our brand making it more competitive than ever. Our social media is rapidly growing, with its focus on experiences existing and millennial markets.

In addition to our online presence, the popular touring map is produced and distributed to more than 150,000 visitors annually. Additional benefits include cooperative ads, advocacy on key issues in the tourism industry, brochure display, trade shows, sales missions and additional support in marketing.

Base Membership

Full TVTA Members are entitled to receive all these regular benefits and more:

• Individual profile listing on our website, with link to your own site, logo, and photos
• Listing and placement on the map distributed through Twenty Valley member locations, Gateway Niagara, St. Catharines Tourism, Hamilton International Airport, CAA locations, Ontario Travel Centres and more...
• Referral of your business in response to visitor inquiries; and brochure display at the TVTA office
• Property sign designating your business as a member of the TVTA, and a copy of the TVTA Brand Campaign
• Opportunity to participate in grant funding obtained by TVTA on behalf of its members
• Representation of members' concerns through various organizations on a local, provincial and international level, such as regional Destination Marketing Organization Committees, Tourism Partnership of Niagara, etc.
• A vote at TVTA’s Annual General Meeting, as well as at General Member Meetings
• The opportunity to stand for election to TVTA Board of Directors
• Each member is entitled one ad/year in a prominent location for upcoming events or sales. Web Ad value $75
• Event listings on the TVTA Calendar throughout the year with inclusions in the bi-weekly Eblast to 2,300 members
• Social media promotions

Membership also includes optional participation in many other marketing and promotional opportunities as they arise. Optional programs include:

• Ability to opt into co-operative group advertising programs under the Twenty Valley banner as they become available
• Partnership opportunities with other members to jointly market your 'getaways' and 'packages'

ADDITIONAL MEMBERSHIP OPPORTUNITIES:

Jordan Village Boutiques

In addition to the base Twenty Valley membership, the Jordan Village Committee, receives the full benefits of targeted marketing geared specifically to promoting the village and all it has to offer. Increase your business potential by becoming involved in your community and networking with fellow members. By working together,
Jordan Village will experience increased visitation and spending, thus creating a positive economic impact on your business. This also includes a micro destination landing page on the twentyvalley.ca website.

As the Title Sponsor of the Vogue in the Valley Fashion Show the Jordan Village Committee receives the following Winter WineFest Exclusive Benefits:

- Naming rights to the Annual Fashion Show featuring merchants of choice
- Logo placement on all marketing materials, print, web, radio, and television (CHCH)
- Printed ads and editorials mentions throughout the event
- Inclusion of the crossover SOP allowing patrons to move freely to each shop with their beverages – this crossover SOP is only the 2nd to be approved in Ontario

Craft Beverage

In addition to the base Twenty Valley membership, the Craft Beverage Committee collaborates with neighbouring wineries, distillers, and brewers in our quaint sub-region. Twenty Valley prides itself on highlighting the small lot, craft and artisanal beverage that offer a sense of place. The program offers a variety of events that opens your cellar door to the wine and food enthusiast.

- Opportunity to participate in annual events which the TVTA is involved in – Twenty Valley Winter WineFest, Wrapped Up in the Valley, and Get Fresh in the Valley
- Additional content in the standard membership listing on the website
- Additional marketing campaigns
- Product inclusion in trade shows/sales missions and conferences
- A one-time initiation fee of $7,500 contributes to the programs established by 30 other members

<table>
<thead>
<tr>
<th>Program</th>
<th>Inclusion Details</th>
<th>Average ROI</th>
<th>Program Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get Fresh in the Valley – Pass Program</td>
<td>Celebrate Spring with seasonally inspired dishes. This popular program allows visitors to collect recipe’s cards at each winery to produce their very own ‘Get Fresh Cookbook“ featuring the same dishes they have tasted along the way.</td>
<td>$2,905</td>
<td>$1,000</td>
</tr>
<tr>
<td>Wrapped Up in the Valley – Pass Program</td>
<td>Pass holders prepare for holiday entertaining with warm comfort dishes. This popular program allows visitors to collect recipe’s cards at each winery to produce their very own ‘Wrapped Up Cookbook”.</td>
<td>$3,808</td>
<td>$1,500</td>
</tr>
<tr>
<td>Winter WineFest</td>
<td>Participating wineries have the opportunity to showcase their premium wines and Icewines at the annual Winter WineFest. Each January the Winter WineFest kicked off the month-long celebrations throughout the region.</td>
<td>$988</td>
<td>$650</td>
</tr>
</tbody>
</table>

Trade Membership

The trade membership is ideal for businesses that wish to support or supply our tourism-related businesses, but do not fall into a tourism category. This annual membership includes a trade profile on our twentyvalley.ca website and business referrals from our office.
## TWENTY VALLEY MEMBERSHIP BENEFITS

**Base Membership:**
Includes base membership for all marketing, web and social media promotions, listing on the Twenty Valley touring map and business profile on twentyvalley.ca includes items listed on page 3.

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Fee</th>
<th>Annual Fee (select all that apply)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accommodation</strong></td>
<td>Seasonal Campgrounds</td>
<td>$275</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>Small (under 15 rooms)</td>
<td>$550</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>Large (over 15 rooms)</td>
<td>$1,100</td>
<td>$</td>
</tr>
<tr>
<td><strong>Culinary / Dining</strong></td>
<td>Seasonal Patio</td>
<td>$275</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>Restaurant</td>
<td>$550</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>Seasonal Market / Stand</td>
<td>$275</td>
<td>$</td>
</tr>
<tr>
<td><strong>Attraction/Leisure</strong></td>
<td>Golf Course &amp; Outdoor Attractions</td>
<td>$825</td>
<td>$</td>
</tr>
<tr>
<td><strong>Craft Beverages</strong></td>
<td>VQA Small* or Small Lot</td>
<td>$550</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>VQA Medium**/ Brewery</td>
<td>$1,100</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>VQA Large***</td>
<td>$2,750</td>
<td>$</td>
</tr>
<tr>
<td><strong>Retail &amp; Services</strong></td>
<td>Boutiques / Business</td>
<td>$550</td>
<td>$</td>
</tr>
</tbody>
</table>

**Total Base Membership** $

### ADDITIONAL PROGRAM COMMITTEES:

**Must have a base membership**, in order to select an add-on. Additional programs pay to play and the craft beverage committee has a one-time buy-in fee.

**Note:** *The Trade Membership does not require a base membership*

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<th>Description</th>
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<th>Annual Fee (select all that apply)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Craft Beverage Committee – Initial Buy-In (one-time)</td>
<td>$7,500</td>
<td>$</td>
</tr>
<tr>
<td>Craft Beverage Committee Annual Fee</td>
<td>$1,000</td>
<td>$</td>
</tr>
<tr>
<td>Jordan Village Committee Annual Fee</td>
<td>$525</td>
<td>$</td>
</tr>
<tr>
<td>Trade Membership Annual Fee #</td>
<td>$325</td>
<td>$</td>
</tr>
</tbody>
</table>

**Total Additional Programs** $

**Total Base Membership** $

**HST 13%** $

**Total Annual Payment** $

*annual VQA sales of 100,000 litres or less
**annual VQA sales of less than 750,000 but more than 100,000 litres
***annual VQA sales of 750,000 litres or more

*Member Referral: Refer a new member and received $50 off your annual membership when they sign up and pay their membership fees.
2018 – 2019 MEMBERSHIP COMMITMENT

We are thrilled to join the Twenty Valley Tourism Association under the attached membership(s) and business category(ies):

BUSINESS PROFILE

Business Name: _____________________________________________________________________________

Contact Name: _____________________________________________________________________________

Phone: ___________________________ Toll Free: ___________________________

Email: ___________________________ Web site: ___________________________

Address: ___________________________ PO/Unit#: ___________________________

City: ___________________________ Postal Code: ___________________________

Hours of Operation:

Membership Fees Structure, effective April 1, 2018 – March 31, 2019

□ Please bill annually in the month of April
□ Please bill semi-annually in April and October
□ Please find enclosed four cheques totaling $141.25 for quarterly payments
  (post dated April 15, July 15, October 15 and January 15)
□ Please bill my credit card April 15, July 15, October 15 and January 15
  (quarterly payment option)

Total Fees Selected (+HST) $ ______________________________

I was referred to Twenty Valley by: ____________________________________________________________

Seasonal Details: ________________________________________________________________________________

Short Description about your business: ________________________________________________________

Please check the features that apply to your business; this assists with SEO and Category on the Twenty Valley map:

- Accommodations
- Pet-Friendly
- Patio
- VQA Wines
- Group Tours
- Bicycle Friendly
- Bicycle Maintenance
- Accessible
- Family Friendly

Signature: ___________________________

Date: ___________________________