



The GLCVB Program offers a cost-effective package of marketing services to Convention & Visitors Bureaus and Tourism Bureaus.

Community Marketing's **Gay & Lesbian Convention & Visitors Bureau (GLCVB)** is a package of marketing services designed to help tourism organizations cost-effectively reach gay and lesbian travel consumers, and the travel professionals, media and meeting planners who serve them. Taken together, the GLCVB offers a turnkey solution for market success, and the advantage of significant price breaks.

The annual investment is \$5,000 U.S. and includes the following seven practical marketing benefits:

1) Six hours of CMI Consultation

CMI market specialists will provide six hours of consultation. Time can be spent conducting telephone workshops for staff, one-on-one consultation with key executives or team members, review of media plans, review and critique of marketing materials, or just answering questions throughout the year. Sessions can be used on any schedule, all at once or broken up into monthly 30-minute segments.

Normal rate \$250/hr.

2) 9th International Conference on Gay & Lesbian Tourism

The industry's premier LGBT educational event. This year's conference will be held October 5-8, 2008 in Vancouver, B.C. One registration included; additional registrations from your organization are just \$445 extra per person. *Normal registration is \$595*

3) 2009 Gay & Lesbian Travel Industry Directory

A two-page spread, consisting of a full page display ad and full page editorial. Reach 15,000 gay and gay-friendly travel agents, meeting planners, tour operators and press. To print December 2008 and distribution January 2009. *Normal rate \$2,400*

4) TAG Approved® Accommodations Directory

A two-page spread, consisting of a full page display ad and full page editorial. Insertion in either the October 2008 or April 2009 editions. Each edition is mailed to 20,000 self-identified gay and lesbian travelers. *Normal rate \$1,600*

5) TAG Approved® Email Newsletters:

Four insertions in the weekly e-newsletter with a subscription list of 15,000 opt-in LGBT consumers. Format includes 150-200 words, image and links in either "Event of the Week" or "Destination of the Week." *Normal rate \$150 each*

6) Semiannual List of LGBT Meeting and Conference Planners:

CMI tracks 100 U.S.-based LGBT meeting and conference planners and provides GLCVB members the updated list twice per year.

7) Custom Page on www.GLCVB.org

Community Marketing maintains a GLCVB member website – GLCVB.org. Originally designed for Meeting Planners, the website will be expanded to include both consumer and meeting planner information in July 2008.

Optional Benefit Modules Available to GLCVB Members:

As a member of the GLCVB, your destination receives significant discounts on the following optional services. More details of each of these benefits are available at www.CommunityMarketingInc.com, or feel free to email or call for more information.

On-site Education and Training Workshop

David Paisley and Thomas Roth will travel to your destination and provide an all-day LGBT Travel Marketing mini-conference. In the morning, we will conduct an interactive three hour workshop for your members. After lunch, we will consult with your key staff during a three hour brainstorming and consultation session. Normal rate is \$3,500 (plus travel expenses). GLCVB members pay \$3,000 (plus travel expenses). This workshop has already been conducted for dozens of destinations across the globe to rave reviews. References available.

Media and Sponsorship Placement and Coordination

Community Marketing, Inc. is the perfect "middle-man" to coordinate your media and sponsorship programs. We coordinate these activities for some of the biggest success stories in the industry. We personally know almost every important person in the LGBT media and organizations and we have negotiated very favorable advertising and sponsorship rates. Our service saves you money because we never take a commission from these media, so they are more than happy to give us the best rates available. Instead, we charge the CVB or Tourism Bureau between \$500 to \$2,000 per year depending on your overall media and sponsorship budget. And since our negotiated rates are less than you would have paid on your own, you can save far more than CMI's management fee (and eliminate the hassle!).

Custom Online Survey Research

CMI will develop a custom questionnaire in consultation with your staff, implement the research through our online software (we have over 40,000 LGBT consumers from across the country and beyond in our research database), and provide a final report with practical applications for the destination. The normal rate is \$18,500. GLCVB members pay \$16,500 (plus additional direct expenses for special projects).

Focus Groups

We'll develop a focus group moderators guide in consultation with your staff, invite and qualify participants, contract facilities as needed, and conduct the sessions. The normally priced package of four focus groups in two cities is \$14,000 (plus direct expenses). GLCVB members pay \$12,000 (plus direct expenses).

How to Become a GLCVB Member

For a list of destinations already involved with the GLCVB, please visit GLCVB.org. Contact David Paisley at David@CommunityMarketingInc.com or 415/437-3800 for additional information. The \$5,000 payment can be made at once, or split at two \$2,500 payments. We look forward to working with you.

Best Practices Qualification: In order to be a member of the GLCVB, your organization must meet the following qualification: The CVB, DMO or Tourism Office must have a non-discrimination policy that includes "sexual orientation." The CVB, DMO or Tourism Office must treat heterosexual married couples and gay and lesbian domestic partners equally in their personnel policies. GLCVB recognizes that for some destinations, sexual orientation non-discrimination and equal same-sex partner/marriage employment practices are required by laws of their country, state or region and a specific business policy is not needed. The CVB, DMO or Tourism Office must provide diversity and sensitivity training to their employees.