



# **TAG Approved® Local Attractions**

## **For Tour Operators, Activities, and Cultural Attractions**

**Reach gay and lesbian consumers, meeting planners and travel agents in the United States**  
**Cost-effective 2010 marketing support • Only \$99 for introductory year**

### **MISSION: HELPING DESTINATION ACTIVITIES AND TOUR OPERATORS REACH THE GAY & LESBIAN COMMUNITY**

At the request of our destination clients, the TAG Approved Local Attractions Program was developed in 2009 as a supplement to the successful TAG Approved Accommodations Program. Since 1997, TAG has promoted over 1,700 hotels which genuinely welcome gay and lesbian travelers with a benefits package of educational and marketing support.

### **ABOUT TAG AND COMMUNITY MARKETING, INC.**

TAG Approved Local Attractions is a program of Community Marketing, Inc. (CMI). Since 1992, CMI has provided a comprehensive portfolio of gay travel marketing and promotional products to reach the gay and lesbian consumer. Visit [www.CommunityMarketingInc.com](http://www.CommunityMarketingInc.com) for a full list of services.

### **WHO MAY PARTICIPATE**

Any gay-welcoming tour operator, activity, or cultural institution that operates programs specific to a destination. Members represent a wide range of products including bus tours, museums, walking tours, adventures, theaters, non-profits and much more. Businesses that operate in multiple cities will need to apply for separate memberships for each city, as listings are destination specific.

### **BENEFITS: MARKETING SUPPORT PROGRAM THROUGH DECEMBER 2010**

Being a TAG Approved® Attraction is a cost-effective way to reach gay and lesbian consumers in the United States. Businesses registering now receive benefits through December 31, 2010.

**Membership includes six practical benefits that make the annual \$99 fee very cost-effective.**

1. Listing and link on TAG's internet directory – [www.tagapproved.com](http://www.tagapproved.com) –and authorization to use the TAG Approved® Logo on all promotional materials.
2. Listing in our Spring 2010 and Fall 2010 TAG Approved® print directory. 20,000 copies of each directory are published every year and distributed by direct mail to key gay consumers, meeting planners, press and travel agents.
3. Monthly TAG Approved® member newsletter.
4. Discounts on popular LGBT direct marketing programs offered by TAG and our media partners.
5. Includes print guidelines and free telephone consultation to create or update your company's diversity training to include LGBT-sensitivity concerns.

If you would like your business to be TAG Approved® please complete the attached registration form. Your business must meet or exceed TAG's minimum conditional acceptance standards to qualify. The basic listing fee is just \$99 annually. The membership is meant to be affordable to all.

For information, contact Glen Fishman at 415/437-3800 or by email at [glen@CommunityMarketingInc.com](mailto:glen@CommunityMarketingInc.com).

**Thank you for your commitment to serving the gay and lesbian community!**



**TAG Approved® Local Attractions Program  
and Activities Registration Form  
Effective: Registration Date to December 31, 2010**



**ADMINISTRATIVE INFORMATION**

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

Type of Business \_\_\_\_\_

**PRIMARY CONTACT TO RECEIVE THE MONTHLY NEWSLETTER**

Contact Name \_\_\_\_\_ Contact's Phone/Extension \_\_\_\_\_

Email of contact person \_\_\_\_\_ Fax \_\_\_\_\_

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

City / State or Province / Postal Code / Country \_\_\_\_\_

**INFORMATION TO BE PUBLISHED ON WEBSITE AND IN PRINT DIRECTORY**

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

Consumer Phone Number \_\_\_\_\_ Website \_\_\_\_\_

20-word description for the **website** listing \_\_\_\_\_

10-word description for **print** listing \_\_\_\_\_

Community Involvement Activities to be Listed on Website \_\_\_\_\_

**GAY-FRIENDLY TAG ATTRACTION QUALIFICATION**

All TAG-Approved® Businesses must meet the following four requirements. By signing below, you verify that the property meets our "TAG Best Practices" requirements for membership.

- 1) Business must have a non-discrimination policy that includes "sexual orientation."
- 2) Business must treat heterosexual married couples and gay and lesbian domestic partners equally in their personnel policies.
- 3) Business must provide gay and lesbian diversity and sensitivity training to their employees, either as a special gay and lesbian training, or included in their normal diversity training program. If this training is not established, business agrees to institute the training within six months following TAG's guidelines. TAG provides regular free training on how to initiate this process.
- 4) By becoming TAG Approved®, business management acknowledges that both their customers and employees may become "watch dogs" of their business practices. Sometimes employees and customers call TAG to report that the business does not follow TAG policies. It is the policy for TAG to follow up on all complaints, and we expect TAG businesses to adequately address and resolve the issue. If TAG determines that the complaint is not being adequately addressed, or that the business does not meet TAG's Best Practices qualifications, the business will be terminated as a TAG member and the company agrees to immediately cease using TAG Approved® identification in their promotional materials.

Authorized Signature \_\_\_\_\_ Print name \_\_\_\_\_ Date \_\_\_\_\_

**PAYMENT: 2010 REGISTRATION FEE OF \$99.00 IS PAYABLE IN US FUNDS.**

**Please make check payable to: Community Marketing, Inc., 584 Castro Street #834, San Francisco, CA 94114 - or - \$99 will be charged by Community Marketing, Inc. of San Francisco to the credit card below.**

Visa/MC/Amex # \_\_\_\_\_ Exp. \_\_\_/\_\_\_ CW Code \_\_\_\_\_ Sign \_\_\_\_\_

Please mail with payment to the address below or fax with credit card information to: (+1) 415/552-5104

*Please note: The hotel information above will be published in a consumer print directory and internet directory (we do not publish staff contact information). The staff indicated above will receive enewsletters about TAG benefits distributed through our StreamSend automated email system. By registering, you agree to being added to this list. Please make sure you open this email every month to take full benefit of your membership.*