



TAG Approved® Local Attractions

For Tour Operators, Activities, Cultural Attractions and More

**Reach gay and lesbian consumers, meeting planners and travel agents in the United States
Cost-effective 2010 / 2011 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 Attractions Program was developed in 2009 as a supplement to the successful TAG Approved Accommodations Program. Since 1997, TAG has promoted over 1,600 hotels which genuinely welcome gay and lesbian travelers with a benefits package of educational and marketing support.

ABOUT TAG AND COMMUNITY MARKETING, INC.

TAG is operated by 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 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 JUNE 2011

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 June 30, 2011.

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

1. Listing and link on TAG's internet directory – www.tagapproved.com –and authorization to use the TAG Approved® Logo on all promotional materials.
2. Listing in our Fall 2010 TAG Approved® print directory. 20,000 copies of each directory are published 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. TAG invites you to participate in ten webinars every year. Four of the webinars focus on how to provide diversity training in your company. We do this webinar frequently to accommodate new members and new staff entering the program. Additional sessions are sales and marketing trainings to help you reach the LGBT community. Webinars are announced in the monthly e-newsletter.

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.

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

TAG Approved is a registered trademark of Community Marketing, Inc.



**TAG Approved® Attractions Program
Registration Form
Effective: Registration Date to June 30, 2011**

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 _____

30-word description for the **website** listing _____

10-word description for **print** listing _____

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.