



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 2011 / 2012 marketing support • Only \$99 for one 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 2010 as a supplement to the successful TAG Approved Accommodations Program. Since 1997, TAG has promoted over 1,800 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 DECEMBER 2012

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, 2012.

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. Monthly TAG Approved® member newsletter.
3. Discounts on popular LGBT direct marketing programs offered by TAG and our media partners.
4. 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!



2011 / 12 TAG Approved® Attractions Program

Gay-welcoming “Best Practices” qualification

In order to participate in the TAG-Approved® Attractions program, your company must meet the following six gay-welcoming qualifications. Please do not submit an application to TAG unless you meet all six qualifications.

1) Non-discrimination Policy

TAG members must have a non-discrimination policy that includes sexual orientation. All TAG attractions must have this policy in place before submitting an application. TAG recognizes that for some attractions, sexual orientation non-discrimination is required by law by their country, state, or region. If this is the case for your attractions, it is acceptable to join TAG, even if your attractions does not have a formal nondiscrimination personnel policy. TAG recognizes that some of our attractions have sexual orientation policies in place, but have not yet developed gender identity policies. TAG strongly recommends that attractions begin implementing gender identity policies as soon as possible.

2) Equal Administration of Personnel Benefits

TAG members must treat heterosexual married couples and gay and lesbian domestic partners or civil unions equally in their personnel policies. This is often referred to as Domestic Partner Benefits. TAG recognizes that for some attractions, same-sex marriage is legal in their region and these attractions are not required to have domestic partner personnel policies separate from their standard married couple policies. TAG recognizes that many small attractions have little to no employee benefits. This policy enforces the equality of the benefits, not the extent of the benefits.

3) Diversity Training

All TAG members must provide LGBT-specific diversity training to their employees. This training can be part of the diversity training offered by the attractions, or attractions can develop classes specific to LGBT concerns. TAG provides regular webinars on how to develop diversity training in your company. It is acceptable to register for TAG if you agree to take TAG's diversity webinar and implement diversity training in your company within six months of registering. This training is also available at no additional charge on disk.

4) TAG as a Watchdog

By becoming a TAG Approved® Accommodation, property management acknowledges that both their customers and employees may become “watchdogs” of their business practices. TAG encourages both attraction employees and customers to contact TAG to report if the property does not follow required policies. It is the policy for TAG to follow up on all complaints, and we expect the property to adequately address and resolve the issues presented. If TAG determines that the complaint is not being adequately addressed, or that the attractions does not meet TAG's Best Practices qualifications, the attractions will be terminated as a TAG member and the company must agree to immediately cease using TAG Approved® identification on promotional materials.

5) Community Support Policy

TAG Approved® attractions must support their local communities through cash, gift certificate or in-kind support to local non-profits. TAG strongly recommends that you include organizations that support the LGBT, AIDS/HIV or women's communities.

6) Significant Harm Policy

TAG recognizes that no attractions can police every owner, investor, manager, and employee. Unfortunately, situations can occur where an attraction meets the above qualifications, but an individual connected to the hotel does significant harm to LGBT equality. TAG reserves the right to terminate membership should these situations occur if the attractions does not adequately address the concern.

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



584 Castro St. #834, San Francisco, CA 94114 USA • Tel 415/437-3800 • Fax 415/552-5104
www.CommunityMarketingInc.com • Contact Glen Fishman at glen@CommunityMarketingInc.com



**TAG Approved® Attractions Program
Registration Form
Effective: Registration Date to December 31, 2012**

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 _____

Please submit the following information for the on-line and print directory via email to TAGChanges@communitymarketinginc.com. Then fax or mail your application. Once we receive your signed application with payment, we will retrieve the information from the system.

Date information was emailed: _____ From which email address: _____

1. Internet description of your company up to 160 words.
2. Consumer telephone number and consumer website.
3. Website Image: The website will allow you to display one large image that is used as a header for your listing. Submit the image as a 552 px wide x 236 px high JPEG (smaller OK), RGB color, 72 dpi. Note, using Photoshop, feel free to submit an image that contains multiple pictures/logos within the context of the maximum size. If you are totally lost on how to construct a composite image, email Glen.

GAY-WELCOMING QUALIFICATION

In order to participate in the TAG-Approved®, your company must meet the six gay-welcoming qualifications on page 2 of this application. Please initial that you have read and qualify based on each requirement. Please do not submit an application to TAG unless you meet all six qualifications and have initialed by each qualification.

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|--|---|
| 1) Non-discrimination Policy: Initial ____ | 2) Equal Administration of Personnel Benefits: Initial ____ |
| 3) Diversity Training: Initial ____ | 4) TAG as a Watchdog: Initial ____ |
| 5) Community Support Policy: Initial ____ | 6) Significant Harm Policy: Initial ____ |

Based on the above qualifications, our company meets the TAG gay-welcoming qualification.

Authorized Signature _____ Print Name _____ Date _____

PAYMENT: 2011/2012 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 newsletters 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.