

TAG Global Partner Program

**CMI's Marketing Partnership for Hospitality Groups,
Tour Operators, Airlines, Cruise Lines, Rail Lines and Rental Car Companies.
Comprehensive, Practical Benefits for Just \$5,000/year.**

A cost-effective annual package of education, communication and LGBT outreach services

Since 1992, Community Marketing, Inc. (CMI) has led the international tourism and hospitality industries with gay and lesbian research, education and communications. We've proudly served over 1,000 clients with custom market intelligence, proven strategies and insights.

Our TAG Approved® Accommodations and GLCVB programs have led the way to qualified positioning and marketing to the LGBT community. And now, our TAG Global Partner Program offers a turn- key solution for market success, providing print and web advertising, education, connections and consultation along with the advantage of partnering with some of the most progressive and dynamic gay-friendly destinations, accommodations and suppliers around the globe.

This is not a membership or a sponsorship. It is a practical co-op marketing solution. Becoming a TAG Global Partner presents your company with a powerful package of education, communications and outreach services designed to help you reach LGBT travel consumers, and the media and travel professionals who serve them.

Get ahead and stay ahead: Understanding this dynamic market segment—and cost effectively reaching the community with a limited budget—is the challenge faced by most travel suppliers. CMI's TAG Global Partner Program meets this challenge with an accessible, powerful and time-tested program almost any business can include in their marketing budget.

For a full list of TAG Global Partner Program benefits, see the attached sheet.

Qualifications

All TAG Global Partners do need to meet these qualifications to participate.

- Organization must have a non-discrimination policy that includes “sexual orientation.”
- Organization must treat heterosexual married couples and gay and lesbian domestic partners equally in their personnel policies in states and countries that do not have legal marriage or civil union laws.
- Organization must provide diversity and sensitivity training to their employees, including LGBT issues.

Costs and Benefits: Full Annual Partnership - \$5,000

Please see the extensive list of ten partner benefits on page two. If your company meets the above qualifications and would like to participate in the program, please contact David Paisley, at 415/437-3800 or David@CommunityMarketingInc.com. He will send you an annual benefits contract, and your destination can start enjoying the benefits of a GLCVB partnership immediately.

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TAG Global Partner Benefits**As a TAG Global Partner, Your Company Will Receive the Following Ten Practical Education, Sales and Marketing Benefits Over the Next Twelve Months**

- 1** Eight hours of CMI Consultation: CMI's experienced LGBT market specialists will provide eight hours of strategic, tactical and marketing/advertising consultation. Time can be used 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 15-minute segments.
- 2** 11th Intl. Conference on Gay & Lesbian Tourism: The industry's premier LGBT educational event. This year's conference will be held November 2010 in the Western USA. One registration is included; additional registrations from your organization are just \$295 extra per person (normally \$595).
- 3** Gay & Lesbian Travel Industry Directory 2011: 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 2010 and distribution late January 2011.
- 4** TAG Approved[®] Accommodations Directory: One two-page spread, consisting of a full page display ad and full page editorial. Insertion in either the April or October editions. Each edition is mailed to 20,000 self-identified gay and lesbian travelers.
- 5** TAG Approved[®] Email Newsletters: Four insertions in the weekly e-newsletter with a subscription list of 12,000 opt-in LGBT consumers. Format includes 150-200 words, image and links.
- 6** Annual List of LGBT Meeting and Conference Planners: CMI tracks over 100 U.S.-based LGBT meeting and conference planners and provides GLCVB members the updated list every April.
- 7** Custom Page on TAGGlobalPartners.com. CMI maintains a partner website designed to reach both leisure travelers and meeting planners. Your page is crosslinked through TAGApproved.com and GLCVB.org.
- 8** Every year, Community Marketing produces the Annual LGBT Tourism Study, now in its 14th year. This ongoing annual study tracks the latest trends in LGBT travel. Tourism bureaus around the world use this research for gay and lesbian market planning. TAG Global Partners receive this report at no additional charge.
- 9** CMI offers significant product discounts to TAG Global Partners partners on a whole range of CMI products. From the TAG Approved[®] Accommodations program, to conference registrations, to major research projects, contact David Paisley for custom quotes.
- 10** Educational Webinars: CMI offers over 12 educational webinars a year to TAG Global Partners and members through our TAG Approved[®] Accommodations program. A sample of recent webinars include how to attract LGBT groups and 12 first steps to LGBT tourism marketing.