

LGBTQ-Welcoming Destinations *through* Research, Education and Best Practices
A full year of research, educational and marketing support benefits

Dear Colleague,

The **LGBTCVB**, founded in 2007, is entirely dedicated to supporting LGBTQ-welcoming destinations around the world. With over 30 participating destinations, the LGBTCVB program provides **practical, affordable benefits** to help your destination better understand, serve and cost-effectively reach LGBTQ consumers and meeting professionals.

LGBTCVB, founded and operated by Community Marketing & Insights (CMI), is based in San Francisco. Since 1992, CMI has provided a comprehensive portfolio of LGBTQ research and training services to the tourism and hospitality industries. Visit www.CMI.info for more info on CMI's LGBTQ tourism and hospitality practice.

We are pleased to introduce **LGBTCVB 2018**, an updated, powerful program to celebrate our 11th anniversary. This year, we're offering **two tailored levels of partnership** to meet your research and training needs:

1. Silver LGBTCVB Partnership: \$2,500 (powerful collection of benefits, outlined below)
2. Gold LGBTCVB Partnership: \$15,000 (Silver benefits plus custom research and training)

Silver LGBTCVB Partnership: Practical Benefits for all Partners. All partners receive the following practical benefits that make the affordable \$2,500 investment very cost-effective.

- **LGBTQ Tourism Forum attendance including room nights for two, W Hotel Fort Lauderdale:**
CMI produces the annual LGBTQ Tourism Forum. As an LGBTCVB partner, you receive two registrations at our next Forum, Dec. 2-4, 2018 at W Hotel Fort Lauderdale. Note: Two host hotel nights (Dec. 2 and Dec. 3) per person attending are included.
- **LGBTQ Marketing & Advertising Symposium @ Google:**
As an LGBTCVB partner, you will receive two registrations at CMI's next Symposium, May 17, 2018 @ Google in New York City.
- **Education and Training Webinars Throughout the Year:**
Gather the team around for online training! LGBTCVB invites you to participate in eight live webinars every year. Webinars such as LGBTQ Diversity Training, Twelve First Steps to Success in the LGBTQ Markets, and Attracting LGBTQ Group Business provide practical advice on increasing return on investment. Many webinars are recorded and archived on our LGBTCVB member benefits website, so you can stream them at your convenience or share them in your office.
- **LGBTQ Tourism & Hospitality Research:**
Research should form the foundation of your internal planning and inform external communications. CMI produces the frequently quoted Annual LGBTQ Tourism & Hospitality Survey, now in its 23rd year. Your destination will receive the full report, plus a "cross tab" data report of LGBTQ travelers who have visited your destination in the past year.

- **LGBTCVB Marketing Consultation and Help Desk:**

We're hands-on! Don't go it alone. Leverage our 25+ years of LGBTQ tourism specialization for improved results. The CMI help desk provides our LGBTCVB partners with an opportunity to call and ask research, sales and marketing questions, discuss new ads, promotional ideas, product development, etc. LGBTCVB Partners receive up to four hours of telephone consultation throughout the year.

- **LGBTCVB.org:**

Our LGBTCVB.org website/directory of LGBTCVB member destinations is used as a reference by travel agents, tour operators, meeting professionals and the media.

- **LGBTCVBmemberbenefits.org:**

Our LGBTCVBmemberbenefits.org site will keep you updated with Partner benefits, downloads, and our webinar training archive. On this site, you'll find negotiated **LGBTCVB discounts and special offers** with leading media partners.

- **LGBTCVB Logo Usage:**

Your destination is authorized to use the LGBTCVB logo on all communications and promotional materials.

Upgrade your 2018 LGBTCVB Program: *We offer two levels of Partnership:*

Silver Partnership 2018: \$2,500

The comprehensive list of benefits outlined on this cover letter brings training, research and communications support value far beyond the \$2,500 investment. This is our "classic" partnership that we have been successfully providing to destinations for 11 years.

Gold Partnership 2018: Add research and internal training for a total of \$15,000/year

Upgrade to the Gold Partnership. In addition to all the Silver Partner benefits listed, you will receive an **"Instant Insights 12"** custom research study of up to 12 questions. In addition, we'll produce a **custom training** webinar to present the research results, and discuss relevant topics such as LGBTQ travel best practices, case studies, marketing approaches, etc. to your internal team, marketing and PR contractors, and local tourism and hospitality membership. (Alternatively, we will produce a half-day on-site workshop. Note: On-site workshop option is plus travel expenses for presenters.)

We welcome your participation in our exciting new **LGBTCVB 2018** partnership. Please contact David Paisley at david@CommunityMarketingInc.com for more information or to request an invoice.

Thanks very much,



Thomas E Roth
President and Founder