



# Application

## Member Marketing Partnership Program Minot Convention & Visitors Bureau

### About the Plan

As a way of saying thank you for being a member, the Minot Convention & Visitors Bureau is introducing the Member Marketing Partnership Program. You pay to promote your organization and we'll match it because it promotes our great community. You pay \$500, we pay \$500. The CVB will match your advertising dollar for dollar **at a minimum of your yearly CVB membership dues and up to \$2,500** to assist in advertising and promotion of our members and the Minot community. *This application must be pre-approved before the ads are run in order to be reimbursed. Deadline for application is June 30, 2009. Funds must be used by December 31, 2009, and will not roll over into 2010.*

### Member Information

Name of Business	
Business address	
City, State Zip	
Contact Person	
Phone	
Fax	
E-Mail	

### Planned Advertising Information

Please check all that apply:

- Television
- Radio
- Newspaper/Print
- Direct Mail
- Other (Specify)

Estimated Cost:

\$ \_\_\_\_\_  
\$ \_\_\_\_\_  
\$ \_\_\_\_\_  
\$ \_\_\_\_\_  
\$ \_\_\_\_\_

Total: \_\_\_\_\_

### Advertising Guidelines

In order to take advantage of the Member Marketing Partnership Program, ads must make brief mention of the Minot CVB. Please contact us to receive correct, current Minot CVB info:

For Print/Direct Mail, for a total of 10% the size of the ad:

- CVB logo and website address.
- "Minot Convention & Visitors Bureau"
- Optional: CVB tagline.

For 15 seconds of Television/Radio, must make 1 mention of either:

- CVB website address.
- CVB slogan.
- "Minot Convention & Visitors Bureau"

Cont'd next page...



For 30 seconds of Television/Radio, must make 2 mentions of either:

- CVB website address.
- CVB slogan. Cont'd next page...
- "Minot Convention & Visitors Bureau"

For 60 seconds of Television/Radio, must make 4 mentions of either:

- CVB website address.
- CVB slogan.
- "Minot Convention & Visitors Bureau"

## Reimbursement

Your organization will receive reimbursement within two weeks of providing the CVB with the following items:

- **Copy or original of this pre-approved application.**
- **A receipt showing the final cost of the ad.**
- **Proof of ad content. This must be a copy of the ad (print or direct mail ads) or tear sheet (radio or television ads).**

Please send these items to the CVB via the method most convenient for you:

By mail or in person: Minot CVB  
1020 S Broadway  
PO Box 6022  
Minot, ND 58701

Fax: 701-857-8228

E-mail: [wendy@visitminot.org](mailto:wendy@visitminot.org)

Please fill out and send this application to the CVB for pre-approval of Member Marketing Partnership Program funds. Electronic applications are available upon request. We look forward to partnering with you!

## Questions?

If you have questions, please feel free to e-mail CVB Executive Director Wendy Howe at [wendy@visitminot.org](mailto:wendy@visitminot.org) or call the CVB at 701-857-8602.

