



MEMBERSHIP APPLICATION

NEW **RENEWAL**

Business Name: _____ Membership Contact: _____

Street Address: _____ City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Business Description (fifty words - new members only):

ANNUAL MEMBERSHIP DUES: \$ 120.00

NOTE: All memberships begin on July 1st, and expire on June 30th. Membership fees can be pro-rated by quarter (when a new member joins mid-year).

BENEFITS OF MEMBERSHIP:

The Desert Gay Tourism Guild directly provides your business with the ability to help shape the policies of how the Coachella Valley gay community is promoted throughout the world. DGTG efforts resulted in the initial creation and continued production of the LGBT Guide to Palm Springs, PNN's Gay Map, the dollars that the Palm Springs Bureau of Tourism spends to target the LGBT market (over \$80,000.00 this year), and the dollars the CVA spends to target the LGBT market. We worked directly with the Palm Springs Bureau of Tourism to create the Palm Springs Summer Splash Cocktail Challenge, and continue to work with the Bureau to grow this remarkable marketing tool.

In keeping with its mission, the DGTG continues to lobby local city governments and tourism offices to ensure that the LGBT market segment is represented in all research projects. We also work with the Palm Springs Bureau of Tourism to shape LGBT advertising messages, plan media buys, and ensure that the programs targeting the LGBT market segment are properly executed and tracked. These programs and the focus on LGBT tourism is not automatic, and by no means guaranteed.

If you join or renew your membership with the DGTG today for just \$120 per year (\$10 per month), you can help us continue our efforts, ensure that these sorts of programs will continue, and also receive the following benefits:

1. Increase awareness of your business to the LGBT market through promotional activities and targeted marketing campaigns
2. Inclusion of your business in DGTG-sponsored familiarization (fam) trips for the gay media that go beyond the existing Bureau of Tourism fam trips
3. FREE participation for your business in the DGTG's annual "SUMMER SPLASH" campaign that promotes DGTG members to the Southern California drive market (including a post-campaign summary report)
4. FREE inclusion in DGTG marketing materials that are distributed to local hotels and other local businesses and on the DGTG calendar of events
5. FREE promotion of your business's events to members, media and other organizations
6. FREE listing and weblink on the DGTG web site and other promotional sites created as part of Guild publicity and/or promotions
7. FREE ability to use the Guild logo and other promotional logos created by the DGTG at your business and on your web site
8. FREE admission to all DGTG quarterly update meetings with organizations like the City of Palm Springs, the PS Bureau of Tourism and the CVA
9. FREE representation of your business at any event the DGTG attends, such as pride festivals, travel and trade shows and special events, especially in markets that are not already being serviced by the area's tourism outreach programs
10. The ability to vote on DGTG initiatives, run for the Board of Directors, attend and participate in monthly DGTG board meetings

To renew, or to apply for Membership, complete the form above and mail it, along with your check to:

Desert Gay Tourism Guild, P.O. Box 2881, Palm Springs, CA 92263-2881.

Direct inquiries online to: info@palmspringsgayinfo.com