



Lake Diefenbaker Tourism
Box 426
Outlook, Sask.
S0L 2N0
Questions? 1-866-538-7275
info@lakediefenbakertourism.com

2017/2018 MEMBERSHIP APPLICATION

Business Name: _____

Street Address: _____

Mailing Address: _____

Town: _____ Postal Code: _____

Phone: _____ Cell Phone: _____

Fax: _____ Email: _____

Website: _____

Business Hours: _____

Products & Services Offered: _____

Specify any special advertising text you wish to use: _____

PLEASE SEND ANY LOGOS, PICTURES, ETC. TO: aaron.spence@lakediefenbakertourism.com

MEMBERSHIP CATEGORY: (Businesses: A basic membership must be purchased to access the add-ons)

BASIC BUSINESS: \$100.00 PRINT ADD ON: \$250.00 WEB MEDIA ADD ON \$300.00

MUNICIPALITY: \$1,000.00

Please Check all of the following that apply:

My business would offer Member to Member Discounts for other L.D.T. Members (Specify)

___ I would like to be involved on the Lake Diefenbaker Tourism Board

___ I would like to be involved in Advocacy work with Lake Diefenbaker Tourism

___ I would like to participate in Training Workshops hosted by Lake Diefenbaker Tourism

___ I would like to participate in Networking opportunities hosted by Lake Diefenbaker Tourism

___ I would like to offer promotional items from my business for LDT to use in giveaways



Lake Diefenbaker
JUMP IN

MEMBERSHIP OPPORTUNITIES

Basic Business LDT Membership - \$100

- Voting right within the organization
- Business name listing in the business directory on www.lakediefenbakertourism.com
LDT will provide referrals to your business when answering inquires via phone calls, emails or social media

Add on Membership Level PRINT MEDIA - \$250

- Business name with location on the 2017 LDT map/brochure
- Tradeshow representation in an electronic format (slideshow)



Add on Membership Level WEB MEDIA- \$300

- Active website link to your webpage
- Links to all of your social media accounts
- Text paragraph about your business with phone number
- Link to a PDF of your businesses brochure/poster
- LDT will promote your business on all LDT social media accounts (FB, Twitter, Instagram, Snapchat)

Municipal LDT Membership - \$1000

- Voting right within the organization
- Municipality listed in the business directory on www.lakediefenbakertourism.com with a link to your website
- Links to all social media accounts on the LDT website
- Text paragraph about your municipality with phone number
- Link to a PDF of your brochure/poster
- LDT will provide referrals to your municipality when answering inquires via phone calls, emails or social media
- Business name with location on the 2017 Lake Diefenbaker Tourism map/brochure
- Tradeshow representation in an electronic format (slideshow)
- LDT will promote your municipality on all LDT social media accounts (FB, Twitter, Instagram, Snapchat)

www.lakediefenbakertourism.com
1-866-LDT-SASK
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May 2017

Your Lake Diefenbaker Tourism Board of Directors has taken over management of the organization from Midsask Community Futures and we would like to welcome Aaron Spence as our new part time Coordinator. The Board recently participated in a Strategic Planning process in March and April to set our direction as an organization. There was much energy and enthusiasm and a renewed sense of purpose! The following are some of the highlights of *our Plan - which is focussed on YOU - our Members!*

Our Mission: "***To inspire you to explore the Lake Diefenbaker Region as your first choice to live, work & play!***"

The main change to the organization is that we are returning to a **Membership Based Organization!** Our focus will be on Marketing, Communications, Education and Advocacy.

SO What's in it for you? Our plans for this year are pretty ambitious:

- ✓ Aaron will be answering all enquiries on your behalf and referring tourists to your businesses and our region.
- ✓ A Tourism Ambassador Program: Ultimately having 15 Ambassadors from around the region who will communicate with you and bring your issues to the Board table.
- ✓ A Regional Ad in the Great Southwest Tourism brochure.
- ✓ A non-time-sensitive Generic Brochure for wider distribution to promote the Lake Diefenbaker Region as a whole.
- ✓ A new Interactive, Mobile-Friendly Lake Diefenbaker Tourism Website with a Business Directory, Member Profiles and links, a Regional Events Calendar, Contests, important information from partner organizations (i.e. Watershed and Environment), and built-in analytics so that we can track website visits and referrals and receive feedback - which will be communicated back to you annually.
- ✓ A Refreshed Facebook page with pictures, stories, & links and a Closed Facebook Page for Members Only.
- ✓ An enhanced Social Media presence on Instagram and Twitter Posts
- ✓ Increased Media Releases - at least 1-3 each year - about LDT Members and activities.
- ✓ Educational Workshops relevant to *YOU* and held throughout the Region.
- ✓ A Business Awards event - stay tuned!
- ✓ A Public Survey done annually to track Member and Customer Satisfaction.
- ✓ LDT Partnering with Tourism Saskatoon and South West Tourism to attract Day Trip events to our Region.
- ✓ Advocating with Government and others on topical issues within the Region (i.e. Invasive Species, Roads, etc.)
- ✓ One FAM Tour held each year.
- ✓ Development of relevant Bylaws, Governance Policies & Procedures, Signage Policies, etc.
- ✓ Enhanced Membership Recruitment and Participation with the focus on business.

We invite you to become an active participant with the Lake Diefenbaker Tourism Association!

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Your Membership is very important to us and we will always value your input and feedback.

You can contact Aaron or any of our Board Members directly regarding your ideas or concerns.

Contact List:

Aaron Spence	aaron.spence@lakediefenbakertourism.com	1-866-LDT-SASK
Jocelyne Petryshyn	jocelynep@remax.net	(306) 856-0066
Joel Perry	Joel.Perry@gov.sk.ca	(306) 854-6267
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Maureen Applin	emapplin@hotmail.com	(306) 860-7400

***PLEASE JOIN US ON THIS EXCITING JOURNEY TO PROMOTE TOURISM & BUSINESS
IN OUR REGION!***