



## 2010 Cowboy Trail Partner Membership

Please read and return your completed application  
together with your cheque  
**NO LATER THAN APRIL 4th, 2010**

To:  
**Manuelle Prunier**  
**#2310, 825 - 8 Avenue SW**  
**Calgary, AB, T2P 2T3**

### 1. Cowboy Trail Membership includes:

- The opportunity to use the internationally recognized Cowboy Trail brand on your property and in your business promotions and marketing programs
- Webpage link and description on [www.thecowboytrail.com](http://www.thecowboytrail.com)
- All the other direct marketing activities carried out by the Cowboy Trail on behalf of members
- One year membership in the Cowboy Trail Tourism Association

### 2. Choose the type of membership and advertising you want:

Membership Level	Website	Brochure	Fee	Level Chosen
<b>Basic</b>	Listing & link in 1 category	Not included	\$225.00	
<b>Enhanced</b>	Listing & link in 1 category	Map listing	\$325.00	
<b>¼ page</b>	Listing & link in up to 2 categories	Enhanced + ¼ page ad	\$600.00	
<b>½ page</b>	Listing & link in up to 2 categories	Enhanced + ½ page ad	\$1,000.00	
<b>Full page</b>	Listing & link up to 3 categories Preferred placement on the webpage	Enhanced + full page ad	\$1,800.00	
<b>Community</b>	Listing and Link	Equal free editorial for every page of paid advertising	\$500.00	

**3. Bounty**

If you introduce a new member to the Cowboy Trail you will get a rebate of \$50 per member introduced to, and accepted by, the CTTA.

**4. Cowboy Trail Travel Guide and Website categories.**

Please indicate with 1,2 & 3 the category(s) that best describe your business or organization:

	<b>Accommodations</b>		<b>Historic &amp; Cultural sites</b>
	<b>Aboriginal</b>		<b>Outfitters and Trail Rides</b>
	<b>Antiques</b>		<b>Packaged Tours</b>
	<b>Artists &amp; Artisans</b>		<b>Restaurants, Cafes, Saloons</b>
	<b>Attractions</b>		<b>RV Rentals</b>
	<b>Campgrounds</b>		<b>Shopping</b>
	<b>Communities on the Trail</b>		<b>Other Recreations</b>
	<b>Farm &amp; Ranch Vacations</b>		<b>Other (specify)</b>
	<b>Gateway Communities</b>		

**6. Provide Your Listing Information – This information will be listed for public viewing**

Name to appear on listing: \_\_\_\_\_

\_\_\_\_\_

Address / Location description for listing and placement on map: \_\_\_\_\_

\_\_\_\_\_

Phone # for listing: \_\_\_\_\_

Toll free #: \_\_\_\_\_

Email address for listing: \_\_\_\_\_

Website address: \_\_\_\_\_

Other: \_\_\_\_\_

\_\_\_\_\_

**7. Provide Your Contact Information – This is for our files so we can contact you and is not shown for public viewing**

Contact name: \_\_\_\_\_

Position: \_\_\_\_\_

Mailing address: \_\_\_\_\_

\_\_\_\_\_

Phone # : \_\_\_\_\_ Phone # 2: \_\_\_\_\_

Fax #: \_\_\_\_\_

Email address: \_\_\_\_\_

Other: \_\_\_\_\_

**8. Design of your Advertising for the Website and Travel Guide:**

Please check either the new or renewing member category and then check the subcategories that apply to you:

**New Member**

Please check one of the following:

I will supply Cowboy Trail Travel Guide advertising and webpage material according to the Advertising Material Requirements as attached

Or

I need the Cowboy Trail to design my Travel Guide Ad  
(Design charges will apply)

Or

I need the Cowboy Trail to design my Cowboy Trail Web-page Ad  
(Design charges will apply)

**Renewing Member**

If you are a renewing member, please review your webpage at [www.thecowboytrail.com](http://www.thecowboytrail.com) and indicate if changes are necessary:

- No changes required on web pages  
Or  
 Changes required on web pages (design changes may apply)

If you are a renewing member, please review your Travel Guide ad from last year's printed publication and indicate if changes are necessary:

- No changes required from last year's guide  
Or  
 I will supply advertising material according to the Advertising Material Requirements attached  
Or  
 I need the Cowboy Trail to design my Travel Guide ad  
(Design charges will apply)
- I want to participate in a joint consortium-marketing program that will allow me to apply for the TDR matching funds to support my advertising expense with the Cowboy Trail. The Cowboy Trail office will work with you to establish a local consortium group if one is not available. Approval for funding rests with the TDR and must meet their guidelines. Basic membership is not eligible for TDR funding but all additional advertising may be.
- 

**9. Acceptance:**

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_