



## 2011 Cowboy Trail Partner Membership

Please read and complete this application.

Return your completed application

together with your cheque

**NO LATER THAN 20 March, 2011**

To:

The Cowboy Trail Tourism Association

Box 285

Bragg Creek Ab T0L0K0

### 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, description and search function 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 and tick the type of membership and advertising you want:

Membership level	Website	Brochure	Cost	GST	Total
Basic	Listing & link in 1 category	Not included	\$225.00	\$12.50	\$237.50
Enhanced	Listing and link in 1 category	Map listing	\$325.00	\$16.25	\$341.25
Enhanced + ¼ page	Listing and link in 2 categories	¼ page ad	\$625.00	\$31.25	\$656.25
Enhanced + half page	Listing and link in 2 categories	½ page ad	\$950.00	\$47.50	\$997.50
Enhanced + full page	Listing and link in 3 categories	Full-page ad	\$1750.00	87.50	\$1837.50
Community	Listing & Link	Equal free editorial for every unit of paid advertising	\$500.00	\$25.00	\$525.00

**EARLY BIRD DISCOUNT: PAY BY 1 MARCH AND SAVE THE GST!**

### 3. Cowboy Trail Travel Guide and Website categories.

Please indicate with 1, 2 & 3 the category(s) under which you should be listed.

Attractions	Outfitters and Trail Rides	Restaurants & Food	Communities
Accommodations	Farm & Ranch Vacations	Shopping & Antiques	Tourist Services
Camping	Artists & Artisans	Aboriginal	Other Activities

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

Name on listing: \_\_\_\_\_

Address/Location description: \_\_\_\_\_

Phone number: \_\_\_\_\_ Toll-free: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

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

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**5. 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: \_\_\_\_\_

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

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

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

Please check either the new or renewing member category and then circle whether you need design assistance or not.

- New Member**  I will supply Cowboy Trail Travel Guide advertising and webpage material according to the Advertising Material Requirements.
- I need the Cowboy Trail to design my Travel Guide Ad  
(Design charges will apply)
- I need the Cowboy Trail to design my Cowboy Trail Web-page  
(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)

7. Signature: \_\_\_\_\_

Membership questions can be addressed to:  
Neil MacLaine toll-free 1-866-513-7433 or [president@thecowboytrail.com](mailto:president@thecowboytrail.com)

Design and layout questions should be addressed to:  
Kris Nielson at [kris@krisdesign.ca](mailto:kris@krisdesign.ca)