



Photo by: Paul Haan

# Destination Sturgeon Bay

## 2024 MEMBERSHIP APPLICATION

Promoting Sturgeon Bay is what we do best! We are the organization that works to create the quality of life that is important to everyone; through our events, activities and cityscaping. We know that every business has a budget, and we promise to invest your dollars in our community so that they come back to you through local residents and visitors. We want to be your partner and together we can continue to promote Sturgeon Bay as the premier destination to live, work, stay and play!

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

Physical Address: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Business Email: \_\_\_\_\_

Business Website: \_\_\_\_\_

☐ Include email on SturgeonBay.net

The information in this box is for DSB staff use for communication purposes and will not be publicly shared.

Main Business Contact: \_\_\_\_\_

Business Owner: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Alternate Phone: \_\_\_\_\_

Additional Contact Email(s): \_\_\_\_\_

### SOCIAL MEDIA

Instagram: \_\_\_\_\_

Facebook: \_\_\_\_\_



# MEMBERSHIP

## Annual Membership

### Basic Membership

**\$425**

Includes: rack card advertising, activity guide & website listing with up to 50 words of text  
(payment plan options are available)

### Early Bird Discount **-\$30**

**\$395**

Join with payment by September 29, 2023

### Multiple Business Discount

20% off basic membership for every additional business  
(cannot be combined with early bird discount)

## Add Ons- Activity Guide & Website

- ☐ Activity Guide 50 Word Text \$75 each
- ☐ Activity Guide Additional Category Listing \$70 each  
No text
- ☐ Activity Guide Additional Category Listing \$125 each  
50 word text per category
- ☐ Website Listing Upgrade \$75 total  
Up to 200 words and 3 photos
- ☐ Additional Website Category Listing \$50 each

# BUSINESS LISTINGS

## BUSINESS CATEGORY

Please select **one main category** and check all subcategories that apply  
(unless purchasing multiple categories)

### ☐ STAY

- ☐ Bed & Breakfast
- ☐ Resort/Condo
- ☐ Hotel/Motel
- ☐ Vacation Rental
- ☐ Inn
- ☐ Beach
- ☐ Indoor Pool
- ☐ Outdoor Pool
- ☐ Whirlpool (in room)
- ☐ Breakfast Options
- ☐ Full Kitchen
- ☐ Microwave
- ☐ Refrigerator
- ☐ Waterview
- ☐ Fitness Center
- ☐ Restaurant/Bar
- ☐ Pet-Friendly
- ☐ Wheelchair Accessible
- ☐ Fireplace (in room)
- ☐ Marina

### ☐ DINE

- ☐ Breakfast
- ☐ Lunch
- ☐ Dinner
- ☐ Carry Out
- ☐ Kids Menu
- ☐ Fish Boil
- ☐ Fish Fry
- ☐ Full Bar
- ☐ Live Music
- ☐ Reservations
- ☐ Vegetarian/Vegan/GF
- ☐ Waterview
- ☐ Pet-Friendly (outdoors)
- ☐ Outdoor Seating
- ☐ Wheelchair Accessible
- ☐ Food Truck
- ☐ Catering

### ☐ SHOP

- ☐ Specialty
- ☐ Clothing & Shoes
- ☐ Jewelry & Accessories
- ☐ Kitchen/Home Interiors
- ☐ Outdoor Furniture
- ☐ Antiques & Resale
- ☐ Art & Gallery
- ☐ Convenience/Gas
- ☐ Groceries & Specialty Foods
- ☐ Plant Nursery
- ☐ Children's Clothing
- ☐ Pet Products
- ☐ Pet-Friendly
- ☐ Farm to Table

### ☐ EXPERIENCE LAND

- ☐ Zip line/Rock & Rope Climbing
- ☐ Museum/Gallery
- ☐ Animal Experience
- ☐ Theater
- ☐ Community Event/Live Music
- ☐ Golf/Games/Range
- ☐ Beer, Wine & Spirits
- ☐ Tour/Hike
- ☐ Land Rental
- ☐ Winter
- ☐ Rainy Day
- ☐ Wheelchair Accessible

### ☐ EXPERIENCE WATER

- ☐ Kayak/SUP
- ☐ Water Rental
- ☐ Charter/Tour
- ☐ Fishing
- ☐ Wheelchair Accessible

### ☐ PRO SERVICES

- ☐ Wedding & Events
- ☐ Health & Wellness
- ☐ Financial Services/Insurance
- ☐ Non-Profits
- ☐ Relocate
- ☐ Other



# EVENT SPONSORSHIPS

## Title Sponsorships

- |   |          |
|---|----------|
| <input type="checkbox"/> St. Patrick's Day Parade | \$750    |
| <input type="checkbox"/> Fine Art Fair            | \$2,000  |
| <input type="checkbox"/> Sturgeon Bay Farm Market | \$5,000  |
| <input type="checkbox"/> Sturgeon Bay Celebrates  | \$10,000 |
| <input type="checkbox"/> Sidewalk Sale            | \$1,000  |
| <input type="checkbox"/> Harvest Fest             | \$2,000  |
| <input type="checkbox"/> Thrills & Chills         | \$1,000  |
| <input type="checkbox"/> Christmas by the Bay     | \$2,000  |



Photo by: Luke Collins

## For the Love of Sturgeon Bay

- |  |       |
|--|-------|
| <input type="checkbox"/> Seasonal Flowers          | \$150 |
| <input type="checkbox"/> Street Art Project        | \$375 |
| <input type="checkbox"/> Holiday Lights            | \$100 |
| <input type="checkbox"/> Fire & Ice Snow/Ice Block | \$200 |



Bass Around the Bay Street Art Project

# ADVERTISING

## Activity Guide Advertising

Please circle selected ad(s)

<p>Full Page 7.0" x 9.875" (No Bleeds)</p> <p><b>\$2,250</b></p>	<p>Half Page Horizontal 7.0" x 4.8"</p> <p><b>\$1,550</b></p>	<p>Half Page Vertical 3.4" x 9.875"</p> <p><b>\$1,550</b></p>	<p>Quarter Page 3.4" x 4.8"</p> <p><b>\$950</b></p>	<p>Center Page 7.0" x 9.875"</p> <p><b>\$2,500</b></p>	<p>Inside Back Cover 8.0" x 10.875" (Bleeds Allowed)</p> <p><b>\$3,050</b></p>
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**Ads are due no later than October 13, 2023**

## Website Advertising

- |   |       |
|---|-------|
| <input type="checkbox"/> Web Ad - 12 Months<br>728 pxl x 90 pxl               | \$550 |
| <input type="checkbox"/> BOOK NOW link<br>Any business utilizing reservations | \$50  |
| URL: _____  |       |
| <input type="checkbox"/> JOB OPPORTUNITY link                                 | \$50  |
| URL: _____  |       |

## Social Media Advertising

- |   |       |
|---|-------|
| <input type="checkbox"/> Social Media Sponsored Post<br>Let us promote your business to our 25,000+ combined followers! | \$175 |
|---|-------|

*Be sure to follow us on social media!*

 @sturgeonbay

 @sturgeonbaydc



# PAYMENT

2024 Membership Dues Page 2 \_\_\_\_\_ \$  
**\$30 discount for payment received by 09.29.2023**

2024 Event Sponsorships \_\_\_\_\_ \$  
Page 3

2024 Advertising \_\_\_\_\_ \$  
Page 3

Total Amount Due \_\_\_\_\_ \$

PAYMENT METHOD: ☐ CHECK # \_\_\_\_\_ ☐ CREDIT CARD  
Card #: \_\_\_\_\_  
Exp.: \_\_\_\_\_ Verification Code: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Name on Card: \_\_\_\_\_

Would you like to participate in our Gift Certificate Program?  
Please circle one: Yes No

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

**Please complete with payment to DSB by Friday, October 13, 2023  
for inclusion in the 2024 Activity Guide.**

**For questions regarding membership, please email [rose@sturgeonbay.net](mailto:rose@sturgeonbay.net) or  
call Destination Sturgeon Bay at 920.743.6246**

Right to edit: DSB reserves the right to edit membership listings to conform to guide and website requirements.  
Right to refuse: DSB reserves the right to deny any imagery or verbiage that is inappropriate or does not represent DSB in a manner that is acceptable.  
Each business member is responsible for proofreading their Activity Guide submission before it is sent to print. Any errors or omissions are the sole responsibility of the member.

