



Photo by: Luke Collins

2025 MEMBERSHIP APPLICATION

Destination Sturgeon Bay

Promoting Sturgeon Bay is what we do best! Through our events, activities and cityscaping, we are the organization dedicated to supporting the quality of life we all value. While every business has a budget, our mission is to market your business to local residents and visitors in ways that result in increased foot traffic and repeat business for you. In partnering with us, we can continue to promote Sturgeon Bay as the premier destination to live, work, play and stay!

Business Name: _____

Physical Address: _____

Business Phone: _____

Business Website: _____

Business Email: _____

☐ 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
Payment plan options are available

Early Bird Discount: **\$395, \$30 savings**

Pay in full by September 27, 2024

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

Website: additional category listing \$ 75 each ☐
Up to 200 words and 3 photos

BUSINESS LISTINGS

Step 1: Choose one **BOLD** category below

Step 2: Check all subcategories that apply

Unless purchasing multiple categories

<input type="checkbox"/> STAY	<input type="checkbox"/> DINE	<input type="checkbox"/> SHOP	<input type="checkbox"/> EXPERIENCE LAND
<input type="checkbox"/> Bed & Breakfast	<input type="checkbox"/> Breakfast	<input type="checkbox"/> Specialty	<input type="checkbox"/> Zip line/Rock & Rope Climbing
<input type="checkbox"/> Resort/Condo	<input type="checkbox"/> Lunch	<input type="checkbox"/> Clothing & Shoes	<input type="checkbox"/> Museum/Gallery
<input type="checkbox"/> Hotel/Motel	<input type="checkbox"/> Dinner	<input type="checkbox"/> Jewelry & Accessories	<input type="checkbox"/> Animal Experience
<input type="checkbox"/> Vacation Rental	<input type="checkbox"/> Carry Out	<input type="checkbox"/> Kitchen/Home Interiors	<input type="checkbox"/> Theater
<input type="checkbox"/> Inn	<input type="checkbox"/> Kids Menu	<input type="checkbox"/> Antiques & Resale	<input type="checkbox"/> Community Event/ Live Music
<input type="checkbox"/> Beach	<input type="checkbox"/> Fish Boil	<input type="checkbox"/> Art & Gallery	<input type="checkbox"/> Golf/Games/Range
<input type="checkbox"/> Indoor Pool	<input type="checkbox"/> Fish Fry	<input type="checkbox"/> Convenience/Gas	<input type="checkbox"/> Tour/Hike/Rental
<input type="checkbox"/> Outdoor Pool	<input type="checkbox"/> Vegetarian/Vegan/GF	<input type="checkbox"/> Groceries & Specialty Foods	<input type="checkbox"/> Winter
<input type="checkbox"/> Whirlpool	<input type="checkbox"/> Reservations	<input type="checkbox"/> Children's Clothing	<input type="checkbox"/> Rainy Day
<input type="checkbox"/> Breakfast Options	<input type="checkbox"/> Live Music	<input type="checkbox"/> Pet Products	<input type="checkbox"/> Wheelchair Accessible
<input type="checkbox"/> Full Kitchen	<input type="checkbox"/> Waterview	<input type="checkbox"/> Pet-Friendly	
<input type="checkbox"/> Microwave	<input type="checkbox"/> Pet-Friendly	<input type="checkbox"/> Farm to Table	
<input type="checkbox"/> Refrigerator	<input type="checkbox"/> Outdoor Seating		
<input type="checkbox"/> Waterview	<input type="checkbox"/> Wheelchair Accessible		
<input type="checkbox"/> Fitness Center	<input type="checkbox"/> Food Truck	<input type="checkbox"/> PRO SERVICES	<input type="checkbox"/> EXPERIENCE WATER
<input type="checkbox"/> Restaurant/Bar	<input type="checkbox"/> Catering	<input type="checkbox"/> Wedding & Events	<input type="checkbox"/> Kayak/SUP
<input type="checkbox"/> Pet-Friendly	<input type="checkbox"/> Beer, Wine & Spirits	<input type="checkbox"/> Health & Wellness	<input type="checkbox"/> Water Rental
<input type="checkbox"/> Marina		<input type="checkbox"/> Financial Services/Insurance	<input type="checkbox"/> Charter/Tour
<input type="checkbox"/> Wheelchair Accessible		<input type="checkbox"/> Non-Profit	<input type="checkbox"/> Fishing
<input type="checkbox"/> Fireplace in Room		<input type="checkbox"/> Relocate	<input type="checkbox"/> Wheelchair Accessible
		<input type="checkbox"/> 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 Farmers Market (20 - week season) | \$5,000 |
| <input type="checkbox"/> SB Celebrates: 4th of July | \$2,500 |
| <input type="checkbox"/> Sidewalk Sale | \$ 500 |
| <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: Rachel Lukas

For the Love of Sturgeon Bay

- | | |
|--|-------|
| <input type="checkbox"/> Seasonal Flowers | \$150 |
| <input type="checkbox"/> Street Art Project | \$395 |
| <input type="checkbox"/> Holiday Lights | \$150 |
| <input type="checkbox"/> Fire & Ice Snow/Ice Block | \$250 |



Ice Block Carving: Fire & Ice

ADVERTISING

Activity Guide Advertising

Please circle selected ad(s)

<p>Full Page 7.0" x 9.875" (No Bleeds)</p> <p>\$2,250</p>	<p>Half Page Horizontal 7.0" x 4.8"</p> <p>\$1,550</p>	<p>Half Page Vertical 3.4" x 9.875"</p> <p>\$1,550</p>	<p>Quarter Page 3.4" x 4.8"</p> <p>\$950</p>	<p>Center Page 7.0" x 9.875" (No Bleeds)</p> <p>\$2,500</p>	<p>Inside Back Cover (Bleeds allowed) 8.0" x 10.875"</p> <p>\$3,050</p>
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Ads are due no later than October 11, 2024

Website Advertising

- | | |
|---|-------|
| <input type="checkbox"/> Web Ad - 12 Months
728 pxl x 90 pxl | \$495 |
| <input type="checkbox"/> BOOK NOW link
Any business utilizing reservations | \$50 |
| URL: _____ | |
| <input type="checkbox"/> JOB OPPORTUNITY link | \$50 |
| URL: _____ | |

Social Media Advertising

- | | |
|---|-------|
| <input type="checkbox"/> Social Media Sponsored Post
Let us promote your business to our 29,000+ combined followers! | \$175 |
|---|-------|

Be sure to follow us on social media!



@sturgeonbay



@sturgeonbaydc



PAYMENT DUE

2025 Membership: from page 2

\$30 discount for payment received by September 27, 2024

\$ _____

2025 Add Ons: from page 2

\$ _____

2025 Event Sponsorships: from page 3

\$ _____

2025 Advertising: from page 3

\$ _____

Total Amount Due:

\$ _____

PAYMENT METHOD:

☐ CHECK # _____
payable to Destination Sturgeon Bay

☐ CREDIT CARD

Card #: _____

Exp.: _____ Verification Code: _____ Zip Code: _____

Name on Card: _____

Would you like to participate in the DSB Gift Card Program? ☐ Yes ☐ No

Participating businesses are on a list that is included with each certificate purchased. Please know that your business is reimbursed at 100% of the value of the gift card redeemed at your business - - there is no cost to you!

Signature: _____ Date: _____

**Send completed form, with payment, to DSB by
Friday, October 11, 2024 for inclusion in the 2025 Activity Guide.**

Questions? Please email rose@sturgeonbay.net or call the office 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.

