



Photo by: DoorCo Photo

# 2027 MEMBERSHIP APPLICATION

## Destination Sturgeon Bay

### Benefits of Being a Destination Sturgeon Bay (DSB) Member

- Local Networking
- Marketing Exposure
- Reliable Information Source
- Business Referrals to Locals & Visitors
- Educational Opportunities
- Event Participation & Sponsorship
- Advocacy & Representation
- Website Listing

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): \_\_\_\_\_

**DSB sends out weekly emails to our members, feel free to add anyone who would benefit from receiving these updates!**

### SOCIAL MEDIA

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

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



# MEMBERSHIP

## ☐ Annual Membership: **\$425**

Includes: rack card advertising, business referrals to locals & visitors, activity guide & website listing

## ☐ Premium Membership: **\$575**

Includes: annual membership benefits, along with activity guide 50-word text & website listing upgrade (200 words and 3 photos)

# CATEGORIES

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

Step 2: Check all subcategories that apply under your bolded selected category

\*Optional\* Step 3:

Choose each additional category for \$200 (Includes activity guide text & website upgrade)

### ☐ **STAY**

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

### ☐ **DINE**

- ☐ Breakfast
- ☐ Lunch
- ☐ Dinner
- ☐ Carry Out
- ☐ Kids Menu
- ☐ Fish Boil
- ☐ Fish Fry
- ☐ Vegetarian/Vegan/GF
- ☐ Reservations
- ☐ Live Music
- ☐ Waterview
- ☐ Pet-Friendly
- ☐ Outdoor Seating
- ☐ Wheelchair Accessible
- ☐ Food Truck
- ☐ Catering
- ☐ Beer, Wine & Spirits

### ☐ **SHOP**

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

### ☐ **PRO SERVICES**

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

### ☐ **EXPERIENCE LAND**

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

### ☐ **EXPERIENCE WATER**

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



# SPONSORSHIPS

## Event Sponsorships

- |                                                     |         |
|-----------------------------------------------------|---------|
| <input type="checkbox"/> Fire & Ice                 | \$2,000 |
| <input type="checkbox"/> Fine Art Fair              | \$1,500 |
| <input type="checkbox"/> SB Celebrates: 4th of July | \$1,000 |
| <input type="checkbox"/> Harvest Fest               | \$2,000 |



Harvest Fest by Rachel Lukas

## For the Love of Sturgeon Bay

- |                                                    |       |
|----------------------------------------------------|-------|
| <input type="checkbox"/> Seasonal Flowers          | \$150 |
| <input type="checkbox"/> Street Art Project        | \$495 |
| <input type="checkbox"/> Holiday Lights            | \$150 |
| <input type="checkbox"/> Fire & Ice Snow/Ice Block | \$295 |



Set Sail Street Art

# ADVERTISING

## Activity Guide Advertising

Please circle selected ad(s)

|                                                                          |                                                                       |                                                                       |                                                         |                                                                            |                                                                                            |
|--------------------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| <p>Full Page<br/>7.0" x 9.875"<br/>(No Bleeds)</p> <p><b>\$2,250</b></p> | <p>Half Page<br/>Horizontal<br/>7.0" x 4.8"</p> <p><b>\$1,550</b></p> | <p>Half Page<br/>Vertical<br/>3.4" x 9.875"</p> <p><b>\$1,550</b></p> | <p>Quarter Page<br/>3.4" x 4.8"</p> <p><b>\$950</b></p> | <p>Center Page<br/>7.0" x 9.875"<br/>(No Bleeds)</p> <p><b>\$2,500</b></p> | <p>Inside Back<br/>Cover<br/>(Bleeds allowed)<br/>8.0" x 10.875"</p> <p><b>\$3,050</b></p> |
|--------------------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|

Ads are due no later than October 9, 2026

## Website Advertising

- |                                                                               |       |
|-------------------------------------------------------------------------------|-------|
| <input type="checkbox"/> Web Ad - 12 Months<br>728 pxl x 90 pxl               | \$495 |
| <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                                                                                                                                                                                               | \$200 |
| This opportunity puts you in front of our 34,200+ combined followers across social media! With a highly engaged local and visitor audience, it's a great way to boost visibility, drive traffic, and share your story with a community that cares! |       |

Be sure to follow us on social media!



@sturgeonbay



@sturgeonbaydc



# PAYMENT DUE

2027 Membership: from page 2

**\$30 discount for payment received by September 25, 2026**

\$ \_\_\_\_\_

2027 Add Ons: from page 2

\$ \_\_\_\_\_

2027 Event Sponsorships: from page 3

\$ \_\_\_\_\_

2027 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

A list of participating businesses is included with every gift card purchased. 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 30, 2026 for inclusion in the 2027 Activity Guide.**

**Questions? Please email [rose@sturgeonbay.net](mailto: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.

