



The **Martinsburg-Berkeley County Convention and Visitors Bureau (CVB)** is preparing for another year of exciting events to attract visitors to the Eastern Panhandle of West Virginia. Each year, we target the major metropolitan markets to the east, as well as the mid-Atlantic region, to show them that Martinsburg and Berkeley County are a great place to visit for a day, weekend, or longer.

Your support of the CVB is important in helping put Martinsburg and the surrounding area in the minds of potential visitors. In turn, we offer a number of member benefits that will help attract visitors to your business.

Member Benefits Include:

- **Advertising/Sponsorship Opportunities.** Members have opportunities to promote their business or organization in CVB publications, cooperative advertising, and sponsorship of CVB activities and events.
- **Brochure Distribution.** Members may display their brochures and literature at the Visitor Information Center, which is open 7 days a week. We also include member brochures and literature in all information requests we receive from potential visitors throughout the year.
- **Business Referrals and Leads.** The CVB refers and utilizes the services of its membership. Members receive priority placement on our website, complete with a direct link to your website. Don't have a website? We can help get your business up on the web with a page listing on our site - www.TravelWV.com.
- **Group Tour and Visitor Leads.** Names and addresses of tour operators/planners and interested visitors generated from our advertising efforts are available to our members to assist with your advertising efforts. Additionally, the CVB follows up on each of these leads with a personalized information packet that includes information on CVB members.
- **Press Tours/Travel Writers.** The CVB works diligently to promote our area to the press by contributing articles. In addition, we will set up individual familiarization tours for the press upon request. Through a cooperative effort between the CVB and its members, travel writers and editors are given a comprehensive tour of Berkeley County. This in-depth look at the area allows writers to highlight our assets to their local markets.

- **Specialized Mailing Lists.** Members may request media contact lists (local media, trade media, and tourism partners) that we have compiled. These lists may be used as a resource for promotional opportunities. We will also promote member businesses and their events through our e-newsletter and comprehensive online calendar.
- **Visitor Information Center.** The CVB operates a full-time, staffed Visitor Information Center in downtown Martinsburg, which is directionally signed from Interstate I-81. The staff distributes member literature and offers tourism-related suggestions to travelers. We also prepare information packets in advance for groups attending events in the area.
- **Mini-Grants.** The CVB offers a mini-grant program to support area organizations in promoting events and festivals. Qualifying organizations are eligible to receive up to \$1,500 in matching funds to promote special events and to design marketing material for public distribution. These grants can be used in conjunction with WV State advertising grant partnerships. Guidelines and application can be downloaded from www.TravelWV.com.
- **Media Relations Assistance.** In addition to featuring area businesses and events on the www.TravelWV.com website, in the Visitor Information Center, and in our e-newsletters, the CVB staff is available to assist members with marketing and communications efforts. From writing and distributing press releases to reviewing marketing plans, the CVB staff can help with your promotional efforts free of charge.

Membership Dues

Dues for membership in the CVB have been designed to be affordable for all business owners – large and small. In addition to the benefits listed above, members receive CVB decals to alert visitors of their association with our organization.

- **In-County Members with 1 to 5 employees** - \$50.00 annually
- **In-County Members with 5+ employees** - \$100.00 annually
- **Nonprofit Membership** – reciprocal Membership in each organization
- **Out-of-County Members** - \$180.00 annually*

**Out of County businesses may be members of the CVB (and to display brochures here) only if the CVB in their county or municipality reciprocates and allows businesses from Berkeley County to be a member of and/or display brochures within the CVB/Visitor's Centers in their home county or municipality.*



2012 Membership Application

*Membership Term is January 1 to December 31, 2012 and renewable annually.
Completed forms and payment (if applicable) can be dropped off or mailed to the CVB –
115 N. Queen St., Martinsburg, WV 25401.*

Contact Name: _____

Business Name: _____

Business Mailing Address: _____

Business Physical Address (if different than mailing address): _____

Phone: _____ Fax: _____

Email: _____ Cell: _____

Website: _____

Please select your membership level:

- In County Members with 1-5 employees - \$50.00 annually
- In County Members with 5+ employees - \$100.00 annually
- Non Profit Membership – reciprocal Membership in each organization
- Out of County Members \$180.00 annually*

**Out of County businesses may be members of the MBCCVB (and to display brochures here) only if the CVB in their county or municipality reciprocates, allowing businesses from Berkeley County to be a member of and/or display brochures within the CVB/Visitor's Centers in their home county or municipality.*

Brief description of your business/organization (to be used on our website): _____

Office Use Only

Date Received _____ Check # _____ Email Database Web Contact