



***Dear Northwest Region Tourism Organization or Business,  
Subject: 2014 Northwest Region Marketing Program***

***Don't miss this exciting opportunity to be a part of 2014 Northwest Region Social Media marketing campaign.*** Minnesota Heartland and Explore Minnesota Tourism are providing you the opportunity to become a partner and enhance marketing efforts for the Northwest Region, your destination or business.

*We all know that on-line and social media is the current hot trend in travel marketing!*

*Join your regional organizations and businesses to develop a Facebook page for the Northwest Region.*

- *Why social media?  
Social media is all about developing a relationship with the visitor and selling them on your experience.*
- *If you already have a Facebook page presence, the regional page can be another support to get additional people to your website.*
- *If you have been wanting to have a Facebook page, but haven't been able to develop a social media campaign, this program will get you started as part of a regional Facebook page.*
- *RSP Marketing is the company we will be working with. All they do is social media marketing! They have an expert team of professional staff that will get to know you and your product.*
- *Each participant will have individual posts each month (a minimum of 2 per month).*
- *You supply the information; RSP will do the work for you. There will also be regional posts. This combination will bring over 100 posts to focus on the Northwest region and the participants.*
- *To support the Facebook pages, Facebook and other social media advertising will complete the marketing package.*
- *Visit this YouTube video to learn more about RSP marketing and our program.*

<http://youtu.be/mDSgjWD7MG8>

Details and the agreement are attached. Your commitment and payment must be postmarked by Friday, November 8, 2013. ***Your 2014 membership dues must be paid to be considered a member. (Membership rates remain the same as 2012 & 2013) Space is limited, so please respond early. Agreements will be accepted as they are received.***

If you need more information please be sure to contact me. ***Please note: the budget for this campaign is based on a minimum of 15 participants from the Northwest Region.***

Carol Altepeter, Northwest and Central Regions Manager  
888-629-6466 218-828-2334 Email: [carol.Altepeter@state.mn.us](mailto:carol.Altepeter@state.mn.us) [www.minnesotaheartland.com](http://www.minnesotaheartland.com)

**2014 Advertising Campaign  
Tourism Organization or Business  
Minnesota Heartland - Explore Minnesota Tourism- Northwest Region  
Business Agreement Form**

YES, this organization/business wants to be a part of the 2014 advertising campaign promoting the Northwest region and my destination or business!

Name of Organization or Business \_\_\_\_\_

Contact Person (please print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_

Signature \_\_\_\_\_

Your agreement and check must be postmarked by Friday, November 8, 2013.  
\*\*\*Please note, your 2013 membership must be paid to participate in the member's discount rate.  
See attached membership information

Space is limited and will be allotted on a first come, first received basis.

[Please make checks for the marketing campaign payable to Explore Minnesota Tourism.](#)

Minnesota Heartland 2014 Members:  
\_\_\_\_\_ Enclosed is a check for \$1,600. (Discounted organization or business member rate)

Non-member rate  
\_\_\_\_\_ Enclosed is my check for \$1,800 –organizations – Business non member rate: \$1,750

Information for listing: Only typed information will be accepted

Organization or business name \_\_\_\_\_  
(As you want it to appear on the regional and micro site website)

Toll Free Phone Number \_\_\_\_\_

Website Address \_\_\_\_\_

***Mail check and agreement form postmarked by November 8, 2013 to:***

Explore Minnesota Tourism  
Attn. 2014 Northwest Region Marketing Program  
422 James Street, Suite One, Brainerd, MN 56401



**MINNESOTA HEARTLAND TOURISM ASSOCIATION**  
**2014 MEMBERSHIP APPLICATION**

*Annual Dues Schedule: January – December, 2014*

- |                          |  |              |
|--------------------------|--|--------------|
| <input type="checkbox"/> | <b>Tourism Organizations</b><br><b>(CVB's, Chambers of Commerce, Resort Associations, etc)</b> | <b>\$275</b> |
| <input type="checkbox"/> | <b>Business</b>  | <b>\$165</b> |

Organization/Business: \_\_\_\_\_

Contact: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Amount Paid \_\_\_\_\_ (payable to Minnesota Heartland Tourism Association)

Check # \_\_\_\_\_

**MEMBERSHIP BENEFITS**

- *Membership discounts for cooperative advertising opportunities*
- *Financial support for regional educational workshops*
- *Regional promotion at Explore Minnesota Tourism's website*
- *Advisor for Explore Minnesota Tourism programs*
- *Participation at Multi Regional Meetings*
- *Support regional research projects*
- [www.minnesotaheartland.com](http://www.minnesotaheartland.com)