



Membership Renewal for 2021

It is time to renew memberships for either a 1-year, 2-year or 3-year term, or join us for the first time.

Recently we were successful in leveraging your membership dollars with a Travel Alberta Partnership Project totalling over \$70,000. This multi-faceted project will include many promotion benefits to our region and our members, as well as expand the partnership with *Move Up Magazine* and provide new publications that showcase our region, our members and our communities! This initiative is over and above all the regular work the Mackenzie Frontier Tourism does throughout the year!

We have kept the membership fees low in order to allow a greater number of businesses of varying sizes across the region to partner with us in promoting the Mackenzie Region to its full potential!

We have listened to you... and this year we have included multi-year options, an early-bird savings option and online payment to make it easier for you. Our three-year memberships will also better correspond with updating of our print publications, as this is a substantial cost for us and we wish to highlight as many of our long-term members as possible.

The last couple of years have been exciting as we continue to build the brand for the Mackenzie Frontier! We have partnered with REDI (Regional Economic Development Initiative) and Travel Alberta to maximize our dollars and have developed additional promotional publications that are available in print and PDF format. Our new website at www.mackenziefrontier.com and our social media presence on Facebook, Instagram and newly on Twitter are growing in visitors and engagement. Our partnerships with Visitor Information Centers across Alberta and NWT continue to grow. Within our region we continue to collaborate with organizations like the Municipalities, Chambers and Board of Trade, Museums, REDI, and business and non-profit members like you to promote our communities and opportunities.

We are currently working on creating a new *Stay, In the Frontier* publication for 2021, and our 3 three-year members that offer Stay options (Hotels, B&Bs, Guest Houses, camping and any other facility where one can 'stay') along with listicles of other members and regional tidbits will be featured in this exciting addition to our publication line up! 10 Day-Trips are also being developed and will be available in print, PDF and featured within *Move Up Magazine* over the next year.

If you could please submit your current information so that we can update all files, website and ensure that information is up to date for all print materials. If you have a secondary company or organization that would like to become a MFTA member, please feel free to copy the membership form and submit along with payment.

If you have any questions regarding this letter or the enclosed invoice and form, please contact the MFTA by email me at kayla@mackenziefrontier.com or by letter to our mailing address below.

Sincerely,

Kayla Wardley
Administration, MFTA



Membership Form (1 year, 2 year or 3 year term)

Company/Organization Name* _____

First Name: _____ Last Name: _____

Work Ph.: _____ Cell Ph.: _____

Email Address: _____

Website*: _____

Facebook Page*: _____

Physical Address: _____ Mailing Address: _____

City/Town: _____ Province: _____ Postal Code: _____

Please Select One:

Early Bird Rates 1 Year: \$100 2 Year: \$175 3 Year: \$250

After October 31 1 Year: \$150 2 Year: \$200 3 Year: \$300

Optional:

- I have included a copy of my **brochure/guide** for Mackenzie Frontier Tourist Association to keep on file for informational purposes (please mail a hard copy or email a PDF version)
- I have included **digital photos** of my business/activities and give MFTA permission to use the supplied photos for marketing purposes. (Please provide a memory device, email a Dropbox or other online sharing link along with a text file detailing photo credits, if applicable)

Please select all categories that apply to your business (Feel free to add categories, if necessary):

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Campground | <input type="checkbox"/> Hotel/Motel | <input type="checkbox"/> Lodges & Other |
| <input type="checkbox"/> Convenience & Grocery | <input type="checkbox"/> Restaurant | <input type="checkbox"/> Coffee Shop/Café | <input type="checkbox"/> Licensed Lounge |
| <input type="checkbox"/> Automotive Services | <input type="checkbox"/> Gas Station | <input type="checkbox"/> RV Sales & Services | <input type="checkbox"/> Auto Sales & Service |
| <input type="checkbox"/> Sportswear & Equip. | <input type="checkbox"/> ATV & Snowmobile | <input type="checkbox"/> Tours & Outfitting | <input type="checkbox"/> Souvenir & Gift Shop |
| <input type="checkbox"/> Church | <input type="checkbox"/> Event | <input type="checkbox"/> History & Museums | <input type="checkbox"/> Tours |
| <input type="checkbox"/> Rentals | <input type="checkbox"/> Golf | <input type="checkbox"/> Bank | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Skating/Arena | <input type="checkbox"/> Equine | <input type="checkbox"/> Community Services | <input type="checkbox"/> _____ |

Do you host events? Would you like to tell us more about your business/organization? Please fill in below:

Signature: _____ Date: _____