



Phone: 780-539-7688  
Email: [communications@gptourism.ca](mailto:communications@gptourism.ca)  
[www.gptourism.ca](http://www.gptourism.ca)

#114, 11330 – 106 Street, Grande Prairie, AB T8V 7X9

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## *Tourism ~ Vital to the economy!*

### **Who is the Grande Prairie Regional Tourism Association?**

The Grande Prairie Regional Tourism Association (GPRTA) is an ambassador for the Grande Prairie Region and is the visible voice for the industry. GPRTA is a non-profit marketing organization funded by partnership fees, memberships, marketing programs, and fundraising initiatives. The association is dedicated to increasing local business revenue by promoting the Grande Prairie area through every possible marketing avenue and is continually seeking new opportunities to showcase the region. GPRTA is a tourism destination marketing organization (DMO) working in conjunction with Travel Alberta as a Tourism Destination Region (TDR) to help promote tourism by negotiating and investing in marketing programs and partnership proposals.

### **Vision**

The Grande Prairie Regional Tourism Association captures the pride and passion of our people, our natural settings, our diverse history, and our innovative industry. We aim to lead our members and region in offering distinct experiences to travelers and residents establishing Grande Prairie & Region as a destination.

### **Mission**

The Grande Prairie Regional Tourism Association is a champion for regional tourism that will engage in marketing, advocacy, and educational activities.

### **Member Benefits**

**The Grande Prairie Regional Tourism Association provides a proud voice to advocate for our region by striving to build lasting relationships with our partners, our members, our Board, and our community as a whole.**

### **All members will receive the following “Inclusive Benefits”:**

- A discounted advertising rate to have an ad in our Official Annual Grande Prairie Regional Visitors Guide distributed within North America.
- Year-round brochure and guide display at the Visitor Information Centre.
- Business listing and event listings in our web calendar on our tourism website: [gptourism.ca](http://gptourism.ca).
- Exposure at local and national trade shows through the GPRTA team.
- Invitation to the Annual General Meeting and an opportunity to sit on the Board of Directors.
- Invitation to participate in industry and promotional events.
- Monthly newsletter with information updates on industry related opportunities and events.
- GPRTA regularly hosts free and low-cost industry workshops and networking opportunities.
- Continued next page...





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- Assistance with utilizing Provincial cooperative marketing dollars for events and campaigns.
- Discounted price to have marketing materials produced.
- Contracted for relevant and appropriate work within the association.
- Ability to provide promotional material to be distributed at trade shows, conferences, sports teams, etc. through the GPRTA bags.

## **Membership Level Opportunities**

\*Non-profit members receive 15% discount from any level of membership.

### **Ambassadors** - \$100 + GST (Annual Fee)

Individual members of the region who wish to support tourism on a personal basis.

#### Includes:

- Listing on the [gptourism.ca](http://gptourism.ca) website as an ambassador for the region.
- Invitations to events and activities as a representative of GPRTA.

### **Associate Members** - \$125 + GST (Annual Fee)

#### Includes:

- The “Inclusive member benefits”.
- Listing on the [gptourism.ca](http://gptourism.ca) website.
- Posts to our social media accounts regarding your business’ events, promotions, and services.

### **Commercial Members** - \$250 + GST (Annual Fee)

#### Includes:

- The “Inclusive member benefits”.
- Listing on the [gptourism.ca](http://gptourism.ca) website.
- Posts to our social media accounts regarding your business’ events, promotions, and services.
- Listing on the GP Tourism mobile app with advertising opportunities within the app once launched.
- Assistance with your company’s listing on the ATIS website if applicable.

### **Accommodation Members** - \$350 + GST (Annual Fee)

#### Includes:

- The “Inclusive members benefits”.
- Listing on the [gptourism.ca](http://gptourism.ca) website.
- Posts to our social media accounts regarding your business’ events, promotions, and services.
- Listing on the GP Tourism mobile app with advertising opportunities within the app once launched.
- Assistance with your company’s listing on the ATIS website if applicable.
- Designated ‘preferred’ accommodations section within the Visitor Information Centre.
- Placement on the Grande Prairie Map that GPRTA produces and distributes throughout the region.





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**Executive Members** - \$500 + GST (Annual Fee)

Includes:

- The “Inclusive member benefits”.
- Featured listing on the [gptourism.ca](http://gptourism.ca) website.
- Posts to our social media accounts regarding your business’ events, promotions, and services.
- Listing on the GP Tourism mobile app with advertising opportunities within the app once launched.
- Assistance with your company’s listing on the ATIS website, maintenance and updates provided if applicable.
- GPRTA will add the events your business has created into their Facebook page events.
- Ability to add secondary businesses to your membership for only \$50 +GST annual fee each.
- Feature in our monthly newsletter.
- Placement on the Grande Prairie Map that GPRTA produces and distributes throughout the region.

**Member Application Form**

**Please check the appropriate membership level below.**

(Please see descriptions above.)

**Ambassador**  
\$100+ GST

**Associate Member**  
\$125+ GST

**Commercial Member**  
\$250 + GST

**Accommodations Member**  
\$350+ GST

**Executive Member**  
\$500+ GST

**Member Contract Information**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

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

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

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

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

We will provide a certificate of membership or a window decal for you to display at your place of business once payment has been received. Please check which item you would like  Certificate of Membership  Window decal.





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**Description of Your Business (Paragraph)**

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**Website Listing Information**

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

City: \_\_\_\_\_ Zip/Post Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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

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

Youtube Video (Add video code here, YouTube etc): \_\_\_\_\_

URL: \_\_\_\_\_

**Digital images must be provided in High-Resolution**





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## Advertising & Marketing Agreement

I \_\_\_\_\_ on behalf of \_\_\_\_\_ agree to provide Grande Prairie Regional Tourism Association with all marketing materials needed to fulfill the duties and obligations set forth by this agreement, including but not limited to brand logo, image/text ads and available promotional materials. I acknowledge that if I fail to provide the information required GPRTA will complete the obligations of this membership agreement as they see fit.

I \_\_\_\_\_ on behalf of \_\_\_\_\_ agree to allow Grande Prairie Regional Tourism association to promote and advertise through their website, Facebook, Instagram, Twitter and through the Visitor Information Centre. If adequate branding is not provided, the business grants GPRTA the right to obtain and use the branding from the business website and relevant social media outlets.

Signature \_\_\_\_\_

Date \_\_\_\_\_

*\*\*Please ensure that all member and website listing information is correct and accurate, so we can provide tourists with your correct information. \*\**

***Thank you for supporting Tourism in Grande Prairie, we look forward to working together and growing the region as a community!***

