

Membership Investment with New York State Travel and Vacation Association, Inc.

To join the association that represents...and works for...New York State tourism, complete the form below, enclose a check for the appropriate membership level, and mail to: NYSTVA, PO Box 285, Akron, NY 14001. Please make checks payable to NYSTVA. Membership is calculated on a calendar year basis.

_____ **Tier A Membership Level:** \$ 300

- Region and County-designated Tourism Promotion Agencies (TPAs*)
- County-level or larger Destination Marketing Organizations (DMOs*) including chambers of commerce, tourism office, membership organizations, government offices
- Accommodations and Campgrounds (25+ Rooms/Sites)
- Museums, Attractions, Cultural Institutions and Events/Festivals (10,000+ annual visitors)
- Industry-Allied Vendors and Suppliers, including Sole Proprietorships (with 11 or more employees)
- County or State-level Industry-Allied Associations/Organizations
- Transportation companies
- Media Outlets (Print, TV, Radio, Internet-based)
- Colleges

_____ **Tier B Membership Level:** \$175

- Village, City or Town-level Destination Marketing Organizations (DMOs*), including chambers of commerce, government offices (unless designated as a matching funds TPA*; see Tier A)
- Accommodations and Campgrounds (under 25 rooms/sites)
- Museums, Attractions, Cultural Institutions and Events/Festivals (under 10,000 annual visitors)
- Industry-Allied Vendors and Suppliers, including Sole Proprietorships (with 2-10 employees)
- Restaurants

_____ **Tier C Membership Level:** \$100

- Industry-Allied Vendors and Suppliers, including Sole Proprietorships (featuring one owner/operator and no employees)
- Industry-Supportive Individuals (not representing any organization/business)
- Students
- Second individual memberships from a member organization

* A **Tourism Promotion Agency** is defined as an entity that has been designated by county government to apply for and receive "I Love New York" matching funds. A **Destination Marketing Organization** is defined as an entity that engages in tourism promotion for its assigned area, either as its primary function or as part of its overall operation.

Name/Title:

Company:

Nature of Business:

Address:

City, State, Zip:

Phone/Fax:

Email:

Website:

For an additional \$65, enroll a second person. Secondary members will receive all NYSTVA materials.

Name/Title: