



Membership Application

Membership Eligibility Requirements

All applicants must meet and/or submit the following requirements for membership:

1. Applicant must be located in the state of Michigan with the exception of Allied Partner Applicants.
2. Applicant must agree to establish and maintain consistent and acceptable policies regarding tour planners in the areas of advance reservations, deposits, group rates and complimentary policies.
3. Applicant must agree to actively follow-up on all applicable Circle Michigan leads and referrals.
4. Applicant must agree to assist Circle Michigan with "in kind" donations to implement authorized statewide promotional efforts.
5. Applicant must be a member in good standing of a travel-related association.
6. **Applicant must provide two Letters of Support with the completed application. One letter from a voting Circle Michigan member and one from a tour operator.**
7. Applicant must agree to abide by Circle Michigan Bylaws and Code of Ethics.

Please provide the following information exactly as you wish it to appear on Circle Michigan member materials and in correspondence with tour planners.

Business Name:

Click here to enter text.

Address:

Click here to enter text.

City: State: Zip:

Click here to enter text.

Phone:

Click here to enter text.

Fax:

Click here to enter text.

Toll Free:

Click here to enter text.

Web:

Click here to enter text.

E-Mail:

Click here to enter text.

The person named below is designated and authorized to act on behalf of the applicant in all Circle Michigan member matters and to whom all future correspondence will be sent.

NAME:

Click here to enter text.

TITLE:

Click here to enter text.

WHAT PROMPTED YOU TO JOIN CIRCLE MICHIGAN?

Click here to enter text.

WHOM CAN WE THANK FOR INFLUENCING YOU TO JOIN CIRCLE MICHIGAN?

Click here to enter text.

Application is hereby made by the undersigned for membership in Circle Michigan, Inc. I understand that Circle Michigan's Board of Directors will review this application and respond within 30 days. Upon approval, I will be invoiced for the category assigned by the Board of Directors as indicated on Circle Michigan's Member Category Chart.

As a duly authorized representative I hereby make application for membership in Circle Michigan, Inc.

- ✓ I have read the above **Membership Eligibility Requirements** and agree to support the concept of Circle Michigan, its Bylaws and Code of Ethics.
- ✓ I have read and accept Circle Michigan's benefits as listed for the appropriate category on the Circle Michigan Membership Category chart.
- ✓ I have included: Completed Membership Application, descriptive brochure and two letters of support.
- ✓ I hereby consent to receive any and all communications sent by or on behalf of Circle Michigan solely via regular mail, email, telephone or fax.

Authorized Signature:

Title:

Date:

Click here to enter text.

Click here to enter text.

Click here to enter text.

Promotional Information

Provide the following information as you wish it to appear on promotional material, web page, if applicable, and marketing events.

*Please list the **Category** and **Dues** from the chart you are applying for (see **Member Definitions** below for additional information):*

DMOs and Attractions: look at the appropriate chart and choose the Total Sales into which you fall.

Category: Click here to enter text.

Yearly Dues: Click here to enter text.

Member Definitions

Destination Marketing Organization (DMO) →

State or regional tourism office, convention and visitor Bureau, or chamber of commerce, which is a nonprofit membership organization that promotes a city, county, or region of Michigan as a travel destination.

Restaurant - \$550

Restaurant members are those whose principal business is to provide food and beverage services but may provide other services.

Hotel / Motel - \$1,275

Principal business is to provide accommodations but may offer other services such as entertainment and food and beverage.

Casino – w. Hotel \$1,275 w/o Hotel \$1,025

Business is to provide gaming but may offer other services such as accommodations, entertainment, and food and beverage.

Attraction →

Primarily those provide entertainment, cultural enrichment, or education. Examples are: theaters, museums, shopping complexes (malls & centers), shopping districts, state and national parks as well as theme parks.

Transportation Company - \$1,275

Business is to provide transportation by air, rail, land or water but may offer other services as well.

Receptive Operator - \$650

Principal business is to provide custom tours and packaged travel to Michigan destinations and may also provide step-on guide and/or escort services.

Corporate Company – Corporate \$1,200 Affiliate \$500

Corporate Company members are eligible for this category if they are 51% owned by a single owner or solely owned by a corporation, with affiliates. Corporate members must designate one individual to act as the representative for Circle Michigan matters for the whole of the corporation (refer to Corporate Affiliate Member). Management companies who do not own 51% of corporate and affiliate properties are ineligible for this category.

Festivals/Events - \$ 550

DMO Dues/Total Sales	
Total Sales up to \$50,000	\$ 375
\$ 50,001 - \$125,000	\$ 575
125,001 - \$200,000	\$ 955
200,001 - 1,500,000	\$ 1,265
1,500,001 - 5,000,000	\$ 1,475
5,000,001 +	\$ 1,750

Attraction Dues/Total Sales	
\$150,000 and under	\$ 550
\$150,001 - \$250,000	\$ 750
\$250,001 - \$500,000	\$ 850
\$500,001 - \$750,000	\$ 950
\$750,001 & Above	\$ 1,050

1. Please provide a 50-75 word description of your business

Click here to enter text.

2. Please describe your member location, providing directions if applicable:

Click here to enter text.

3. Additional member information:

Click here to enter text.

4. Please check your geographic region:

- Detroit Metro Eastern Michigan Northern Lower Peninsula Western Michigan
- Mackinac Island Upper Peninsula Other

Check all the travel industry related associations of which you are a member in good standing

- ABA Bank Travel IMG NTA NMN OMCA PBA SYTA List Others below

Click here to enter text.

Days and Hours of Operation

Click here to enter text.

5. Services Offered :

Click here to enter text.

6. Do you have, or participate in, any established programs in the following niche markets? (Check all that apply):

- Adventure Agriculture Amusement Park Architecture Casino-Gaming Cultural Dinner Theater
- Educational Ethnic Event-Festival Fall Color Family Gardens Golf Historic
- Holiday Museum Mystery Nature-Ecology Performance Religious Shopping
- Sightseeing Skiing Spectator Sports Technical Theater

7. Please list nearby attractions:

Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.
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8. Please explain any complimentary policies:

Click here to enter text.