



Dear Business Owner,

We invite you to renew or become a Corporate Member of the Klondike Visitors Association (KVA).

KVA's main marketing goal is to increase year-round visitation to Dawson City in an effort to sustain or grow the local economy. More visitors mean additional money, employment and resources, all of which help to make Dawson a better place to live. Tourism benefits us all!

KVA membership includes:

- ✓ Tourism Industry Association of Yukon (TIAY) Membership
- ✓ Priority Listing on Dawsoncity.ca
- ✓ Advertisement on Dawsoncity.ca
- ✓ Co-operative marketing opportunities
  - 50% savings from Tourism Cooperative Marketing Fund (when applicable)
  - 5% savings for KVA corporate members
- ✓ Referrals to your business from visitor inquiries

What we do:

- ✓ Work closely with all levels of government, non government organizations and business owners to ensure that the voice of tourism in Dawson City is heard
- ✓ Answer visitors' inquiries year round (via phone, web, email and social media)
- ✓ Operate [dawsoncity.ca](http://dawsoncity.ca) , the most viewed site for Dawson City (90,000+ annual views)
- ✓ Market Dawson City through advertising, trade shows, partnerships and promotions
- ✓ Operate attractions, including Diamond Tooth Gerties Gambling Hall
- ✓ Host 8 annual special events
- ✓ Assist groups to provide year-round meetings, events and conventions
- ✓ Operate Dawson City's Social Media Platforms:
  - Facebook- (Dawson City, Yukon- 15,000 followers); Twitter (@DawsonCityYukon- 2,300 followers) ; Instagram (VisitDawson- 800 followers); YouTube (Dawson City, Yukon)

On the following page you will find our corporate membership application form.

Thank you for supporting us!

On behalf of KVA,  
Paul Robitaille,  
Marketing and Events Manager  
[probitaille@dawson.net](mailto:probitaille@dawson.net)  
993-5575



## 2016 CORPORATE MEMBERSHIP APPLICATION

You can mail, email, fax, or drop off your completed form.  
This form can also be completed digitally using Abode Reader.

NEW MEMBER     EXISTING MEMBER     EXCHANGE MEMBERSHIP

Billing Information and Website listing on [www.dawsoncity.ca](http://www.dawsoncity.ca)

NO change required     YES please update

Company Name:

Telephone:  Fax:

Address (BOX # and Street Address):

Email 1 (will be displayed on website):

Email 2 (for KVA communication):

Website:

Voting Members: #1  #2

Are you interested in cooperative advertising opportunities?  YES  NO

Are you interested in sponsoring or donating to KVA events and promotions?  YES  NO

Are you interested in joining KVA's Marketing and Events Committee?  YES  NO

### Payment Options

Corporate Membership Fee: \$200 +\$10 GST= \$210

Please Invoice     Cheque     Cash     Visa/MasterCard

Visa/MC#:  Expiry:

Cardholder Name:  Signature:

**PLEASE AUTOMATICALLY RENEW MY MEMBERSHIP:  2017 only  Every year**

**\*PLEASE RETURN THIS FORM FOR OUR FILES\***

Mail: Box 389 Dawson City, YT Y0B 1G0 Fax: 867-993-6415 Email: [kva@dawson.net](mailto:kva@dawson.net)