



About Us

Incorporated in 1962, the Glacial Lakes & Prairies Tourism Association's mission is to promote the visitor industry in Northeast South Dakota, contributing to the region's economic viability.

The Glacial Lakes & Prairies Tourism region, consists of 20 counties in northeast South Dakota. The association's board of directors meets quarterly.

Funding is provided through memberships, South Dakota Vacation Guide and Northeast Regional Visitor's Guide ad sales and a promotional contract with the South Dakota Department of Tourism. Our fiscal year begins October 1st and ends September 30th.

Our purpose is to promote tourism in Northeast South Dakota by working together with the South Dakota Department of Tourism and other regional associations.



Box 244 Watertown, SD 57201
1-800-244-8860 | 605-886-7305
www.sdglaciallakes.com



**Glacial Lakes and Prairies
Tourism Association**
MEMBERSHIP PAMPHLET
1-800-244-8860
www.sdglaciallakes.com



Member Benefits

- **The #1 Tourism Association in Eastern South Dakota:** Partnerships with organizations and associations across the state.
- **Website Exposure:** 50 word listing and link included on our website.
- **Northeast Regional Visitor's Guide:** 50 word listing in our guide.
- **Electronic Guide:** Electronic *Northeast Regional Visitor's e-Guide* and will link directly to your website.
- **Visitor Information Center:** One brochure (4" x 9") on display (upon approval). Open year-round and staffed during the summer months. Located on the main floor of the Redlin Art Center in Watertown.
- **Members Only Inquiry Database:** Great way to market your business through a direct mail program utilizing these qualified contacts.
- **Advocacy:** Serves as a watch-dog on legislative issues that affect our members. Regional Directors also serve as an ex-officio board member on the Visitor Industry Alliance and the Governor's Tourism Advisory Board.
- **Web Vacation Package:** Put together a vacation package and list your vacation package free on www.sdglaciallakes.com.
- **South Dakota Highway Maps:** (available by request).
- **Calendar of Events:** Post your special event on the regional community calendar at www.sdglaciallakes.com for thousands to view.
- **E-Mail Marketing to Visitors:** Promotes upcoming events and attractions and outdoor recreation opportunities.
- **E-Newsletter:** Stay informed with visitor industry news and special events through our bi-monthly ESplash.
- **Toll-Free Request Line:** (1-800-244-8860).



Member Opportunities

Special Member Rates in Our Magazines: Pay the lowest rates for display ads in the *SD State Vacation Guide* and the *Northeast Regional Visitor's Guide*.

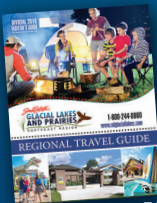
Cooperative Advertising: Opportunities in print, travel and sport shows, radio and web.

Sports & Travel Shows: Through co-op marketing efforts, Glacial Lakes & Prairies attends several travel shows in target markets including Omaha, Minneapolis, and Sioux Falls. As a member, you will have the opportunity to have your brochure distributed at the show for a nominal fee.

Banner Advertising: Opportunity to purchase powerful banner ads on our website www.sdglaciallakes.com which will directly link to your own website

Social Marketing: We promote our members, attractions, and events via Facebook, Twitter, and YouTube.

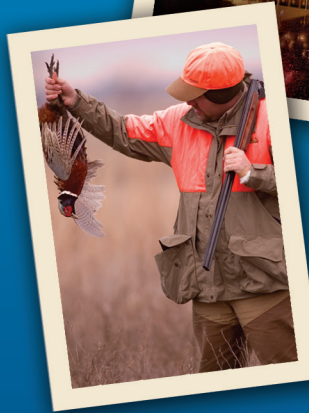
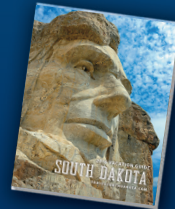
Publications



Glacial Lakes and Prairies Tourism Association publishes and distributes 45,000 guides at travel shows, tourism businesses throughout the state, I-90 & I-29 information centers, and by mail to those requesting information about the region. It also includes a business directory of all association members. All members will receive a 50 word listing in the guide. Members will receive a supply for distribution upon request. Electronic guide available on our website.

South Dakota State Vacation Guide:

Co-published by South Dakota Department of Tourism and the regional associations, this publication provides tourists with statewide information. The association aids in producing and distributing the publication to 400,000 potential visitors around the world. All Glacial Lakes & Prairies members receive a discounted rate should they choose to advertise in this publication. Members will receive a supply for distribution upon request.



Rates

General Membership	\$175
Lodging	\$175 + \$1/room (additional fees may apply)
Food & Beverage	\$175 + (based on city population)
Attractions	
• Free Admission	\$125
• Admission based	\$175
Shopping Malls	\$175 + \$3/store
Association	\$425
Corporate	\$350 + \$25/business
Casino	\$600
Supporting	\$125
<i>(Rack space in Redlin Visitor Center & website listing only)</i>	

City – Chamber – CVB

• Population 1–1,000	\$200
• Population 1,000–5,000	\$300
• Population 5,000–10,000	\$350
• Population 10,000–20,000	\$400
• Population 20,000 plus	\$500

City membership benefits include: City membership ad in Northeast Regional Visitor's Guide, Festival & Events included in regional guide and on website, City listing and link on website, and City brochure distributed in Visitor Information Area in the Redlin Art Center.



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rosie@sdglaciallakes.com | jody@sdglaciallakes.com
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