




Becoming a Stakeholder in Brandon First is a wise investment.


Thank you for your interest in becoming a stakeholder in Brandon First. Brandon First is committed to providing an equitable return on stakeholder's investment. Together we will be successful. Below you will find levels of involvement, stakeholder benefits and stakeholder fees. If you have any questions that remain unanswered, please don't hesitate to contact us at info@brandonfirst.com. Your request will be responded to within 24 hours.


Brandon First is committed to communicating regularly with stakeholders to ensure stakeholders are kept abreast of activities, achievements and trends within the group business industry.


Annual stakeholder investments run from January 1st – December 31st of each year. GST is applicable to all published stakeholder investment rates. Applications for investment in Brandon First received part way through the investment year will have the annual fee prorated. If you are unsure of where you or your organization fits within the investment levels, we would be happy to discuss the most appropriate category with you.


Summary of Levels of Investment

 **Hospitality Stakeholders** - are actively involved in Brandon's hospitality industry

 **Bed & Breakfast Stakeholders** – own and/or operate a Bed & Breakfast open to the traveling public.

 **Allied Stakeholders** - are businesses, which support Brandon First's efforts to stimulate the local economy.

 **Corporate Stakeholders** - are comprised of corporate citizens who wish to obtain visibility as good corporate citizens and strong supporters of the tourism and hospitality Industry.

 **Friends of Brandon First** – are comprised of businesses that do not fall in the categories listed above and wish to support the efforts of Brandon First.

Brandon First

Riverbank Discovery Centre • #1 – 545 Conservation Drive • Brandon, Manitoba R7A 7L8
Phone (204) 729-2156 • Fax (204) 729-2139 • Toll Free (888) 799-1111
info@brandonfirst.com • www.brandonfirst.com

Think Brandon First

Details of your investment



Hospitality Stakeholders are actively involved in Brandon's hospitality industry, thus receiving the most direct benefit from the ever-growing visitor and convention markets. This category is the core of Brandon First Stakeholders. Investing in Brandon First, Hospitality Stakeholders gain added exposure, increased sales opportunities and enjoy all the benefits and services listed below. *(Hotels, Restaurants, banquet facilities, conference convention facilities would be considered Hospitality stakeholders.)*

Benefits/Services

Being involved as a Hospitality Stakeholder in Brandon First will:

- Directly and indirectly add value to your business. The Brandon First website will add value to your bottom line by directly referring customers/clients to your business. If you are online, visitors to the Brandon First website will have access to a direct website link to your business.
- Expose your business to a much larger audience. Brandon First will profile member's information both on the website and in hospitality pieces and will ensure member's information is placed in the hands of travel/trade consumers, visitors, corporate meeting planners and media worldwide when possible.
- Reduce your advertising costs by identifying and coordinating partnership advertising. As a stakeholder, Brandon First will actively promote your services and printed materials will be distributed to a wide spectrum of contacts by Brandon First. Sharing ideas and resources will allow you to stretch your Hospitality dollars.
- Undoubtedly generate increased sales leads and referrals. Brandon First will continually promote stakeholder products and services.
- Generate revenue opportunities. Stakeholders will be provided the opportunity to enhance their revenues thru target specific promotions.
- Brandon First will encourage and coordinate partnership between stakeholders to enhance the attraction of group business to Brandon, resulting in the maximum return on stakeholder's investments.
- Provide opportunities to display products and services to target audiences.

Hospitality Stakeholder Investment

(As of January 1, 2011)

- Accommodations with 1-50 Rooms - \$5.25 per room per year.
- Accommodations with 51-84 Rooms - \$15.75 per room per year.
- Accommodations with 85 + Rooms- \$26.25 per room per year.
- Restaurants - \$367.50 per year



Bed & Breakfast Stakeholders – own and/or a operate Bed & Breakfast open to the traveling public. B&B stakeholders are actively involved in Brandon's hospitality industry, thus receiving the direct benefit from the ever-growing visitor and convention markets. Investing in Brandon First, B&B stakeholders gain added exposure, increased sales opportunities and enjoy all the benefits and services listed below.

Benefits/Services

Being involved as a Hospitality Stakeholder in Brandon First will:

- Directly and indirectly add value to your business. The Brandon First website will add value to your bottom line by directly referring customers/clients to your business. If you are online, visitors to the Brandon First website will have access to a direct website link to your business.
- Expose your business to a much larger audience. Brandon First will profile member's information both on the website and in hospitality pieces and will ensure member's information is placed in the hands of travel/trade consumers, visitors, corporate meeting planners and media worldwide when possible.
- Reduce your advertising costs by identifying and coordinating partnership advertising. As a stakeholder, Brandon First will actively promote your services and printed materials will be distributed to a wide spectrum of contacts by Brandon First. Sharing ideas and resources will allow you to stretch your Hospitality dollars.
- Undoubtedly generate increased sales leads and referrals. Brandon First will continually promote stakeholder products and services.
- Generate revenue opportunities. Stakeholders will be provided the opportunity to enhance their revenues thru target specific promotions.
- Brandon First will encourage and coordinate partnership between stakeholders to enhance the attraction of group business to Brandon, resulting in the maximum return on stakeholder's investments.
- Provide opportunities to display products and services to target audiences.

Bed & Breakfast/Campground Stakeholders

- All Bed & Breakfast/Campground stakeholders - \$52.50 per year.



Allied Stakeholders are businesses, which support Brandon First's efforts to stimulate the local economy. Allied stakeholders benefit indirectly from Brandon First's efforts in bringing events of all size, shape and type to the City of Brandon. *(Businesses that generally serve visitors to the City, such as taxis, shops, attractions, golf courses, liquor stores, etc would be considered an Allied Stakeholder.)*

Benefits

Investment in Brandon First as an Allied Stakeholder will:

- Directly and indirectly add value to your business. The Brandon First website will add value to your bottom line by directly referring customers/clients to your business. If you are online, visitors to the Brandon First website will have access to a direct website link to your business.
- Expose your business to a much larger audience. Brandon First will profile member's information both on the website and in Hospitality pieces and will ensure member's information is placed in the hands of travel/trade consumers, visitors, corporate meeting planners and media worldwide when possible.
- Reduce your advertising costs by identifying and coordinating partnership advertising. As a stakeholder, Brandon First will actively promote your services and printed materials will be distributed to a wide spectrum of contacts by Brandon First. Sharing ideas and resources will allow you to stretch your Hospitality dollars.
- Undoubtedly generate increased sales leads and referrals. Brandon First will continually promote stakeholder products and services.
- Generate revenue opportunities. Stakeholders will be provided the opportunity to enhance their revenues thru target specific promotions.
- Brandon First will encourage and coordinate partnerships between stakeholders to enhance the attraction of group business to Brandon, resulting in the maximum return on stakeholder's investments.
- Provide opportunities to display products and services to target audiences.

Allied Stakeholder Investment

- Businesses with 1-10 staff - \$105 per year
- Businesses with 11 – 20 staff - \$ 262.50 per year
- Businesses 21+ staff - \$420 per year



Corporate Stakeholders are comprised of corporate citizens, businesses and organizations that wish to achieve visibility within the community, hospitality and tourism industry as good corporate citizens and strong supporters of the Tourism and Hospitality Industry. Corporate stakeholders receive the full range of services listed above, as well as special recognition and promotional opportunities and benefits tailored to their personal marketing strategies and Brandon First's goals.

Corporate Stakeholder Investment

- Major Convention Facilities \$ as negotiated
- Government partnerships, major Corporate partnerships, Training and education partners.
 - Bronze - \$ 1,000
 - Silver - \$ 2,500
 - Gold - \$ 4,000



Friends of Brandon First Investment is comprised of a business not captured in the above noted categories and individual citizens who wish to achieve visibility within and be involved with the tourism and hospitality industry as well as support the efforts of Brandon First. *(Friends of Brandon First is comprised of any individual who wishes to be recognized as assisting with Brandon First's recruitment efforts)*

Benefits

- Be recognized as a Brandon Ambassador.
- Gain insight into Brandon's group business and tourism industry via Brandon First communications.

Friends of Brandon First Investment

- \$ 105 per year

Please detach and forward to Brandon First

<p style="text-align: center;">ANNUAL Stakeholder Investment Options</p> <p>Stakeholder category:</p> <ul style="list-style-type: none"><input type="checkbox"/> Hospitality<input type="checkbox"/> Bed & Breakfast<input type="checkbox"/> Allied<input type="checkbox"/> Corporate<input type="checkbox"/> Friend of Brandon First	<p style="text-align: center;">PAYMENT OPTIONS:</p> <ul style="list-style-type: none"><input type="checkbox"/> Please invoice me<input type="checkbox"/> Cheque enclosed <p style="text-align: center;">\$ _____</p> <p>Please make payment by cheque payable to: Brandon First #1-545 Conservation Drive Brandon, Manitoba R7A 7L8 Attention: Brandon First Treasurer</p>
<p style="text-align: center;">*Stakeholder Investment Fees cover January 1st – December 31st each year. When appropriate, membership fees will be prorated when accepted.</p> <p style="text-align: center;">Fax your application to (204) 729-2139 Attention: Treasurer - Brandon First Phone: (204) 729-2156 or email info@brandonfirst.com</p>	