



Dear Explore White Bear Member,

As we close the books on an active 2023 and look ahead to an even better 2024, we want to thank you for your membership in Explore White Bear! Without the ongoing support of members like you we would not be able to fulfill our mission of promoting tourism in the White Bear area.

In 2023, Explore White Bear was able to:

- Continue work on our strategic planning process to better guide our organization into the future.
- Distribute 15,000+ Explore White Bear Brochures through racks throughout the metro area and along the major interstate corridors.
- Coordinate the Manitou Days Beach Dance in partnership with White Bear Lake Rotary Funds raise through this event supplement dues to further promote our area.
- Mail quarterly flyers to 500+ Senior Communities throughout the metro promoting White Bear as a great day trip with sample itineraries and planning support.
- Promote Explore White Bear businesses, organizations, and local events via our website, bi-monthly newsletter, and social medial channels to thousands of people.

Throughout 2023, we welcomed many visitors from near and far, who enjoyed dining, shopping, staying and playing in White Bear, and we want to make sure that continues! An Explore White Bear business membership helps promote tourism and commerce in our area to local visitors and beyond.

Want to be a part of the fun? Visit explorewhitebear.org to learn more about membership levels and benefits and to renew your membership today. Thank you for your past membership in Explore White Bear, and we hope you will consider renewing for 2024!

Already a member? Visit explorewhitebear.org to make sure your listing is up to date. Please let us know if there are any changes, additions, or upgrades that need to be made to your listing and we will get them uploaded as soon as possible. If you have any questions at all, please feel free to contact us any time at 651-271-5985 or info@explorewhitebear.org.

With sincere thanks,

Bill Foussard, Chair Explore White Bear





2024 Membership Opportunities

General Membership

Annual Fee: FREE

- Brochure listing
- Website directory listing
- Website event listings

Featured Membership

Annual Fee: \$75

- Bolded brochure listing
- Website directory listing with “Featured” tag
- Included in rotation of businesses featured on home page
- Website event listings
- 1+ social media business page post or share per year

Premium Membership

Annual Fee: \$250

- Bolded brochure listing
- Website directory listing with “Featured” tag
- Included in rotation of businesses featured on home page
- Website event listings with social media promotion
- Logo/link on Sponsor page with social media shout out
- Monthly social media business page posts or shares
- Advertorial/Blog submission featured on website, email, and social media (1 submission per year)

Sponsor Membership

Annual Fee: \$500

- Bolded brochure listing plus Sponsor badge
- Website directory listing with “Featured” tag and Sponsor Badge
- Included in rotation of businesses featured on home page
- Website event listings with social media promotion
- Logo/link on Sponsor page with social media shout out
- Logo/link on website footer of all pages on www.explorewhitebear.org
- Monthly social media business page posts or shares
- Advertorial/Blog submission featured on website, email, and social media (2 submissions per year)
- Sponsor recognition at Explore White Bear events





Membership Form

Please renew your membership by March 31, 2024:

- Mail this form and a check to Explore White Bear, 4940 N. Hwy 61, White Bear Lake, MN 55110, **-OR-**
- [Submit your membership renewal and payment online at explorewhitebear.org](https://www.explorewhitebear.org)

Please let us know if there are any changes, additions, or upgrades that need to be made to your listing and we will get them uploaded as soon as possible. Please note, all payments must be received by March 31, 2024 for your listing to be linked to your website and included in this year's brochure.

First and Last Name: _____

Organization Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Desired Membership: (check box)

General
Membership:
FREE

Featured
Membership:
\$75

Premium
Membership:
\$250

Sponsor
Membership:
\$500

