

Weddings of the West

Benefits of Membership

- A place on, and a link to the organization's web site www.weddingsofthewest.com . Each member has a page on the WOW website. If a member wishes to be placed in more than one category, there is an additional fee.
- Access to the organization's brides' lists that includes the date of the wedding, and the bride's name, address, telephone number, and usually an email address (in 2011 this list exceeded 20,000 names). WOW obtains these names through various sources and passes them on to the members, immediately upon receipt. WOW then sends an email and/or a postcard to the bride, but it is extremely important for each member to do the same. Studies have shown that you will need to get your name in front of the bride about 3 times before she will make a decision to contact you. All communication from WOW directs the bride to the WOW website.
- A participating voice in marketing plans of Northern Nevada, and Northern California All WOW business is entrusted into the hands of the elected board. Several committees provide the board with recommendations. Every member in good standing is eligible to vote. Every member in good standing is eligible for any position on the board. Every member is eligible and encouraged to serve on any of the WOW committees.
- Participation in bridal fairs of Northern Nevada, and Northern California.
 - WOW participates in two kinds of bridal fairs:
 - WOW sponsored bridal fairs - every member in good standing is offered a booth at a WOW produced bridal fair, at a hugely discounted rate.
 - Bridal fairs produced by an outside entity, and WOW pays for a WOW booth. Every member in good standing is offered the opportunity to participate as a promoter of WOW in the WOW booth.
- A cooperative marketing effort that will provide you with more exposure than you can afford on your own. WOW pays for advertising in various publications and directs all traffic to our website. In 2011, WOW advertised in the *Premier Bride Magazine* and in the *Sacramento Bride and Groom*
- Monthly networking meetings with updates on membership and marketing opportunities Many members feel that this is the most important benefit of membership in WOW. This is a specially designated time to network with fellow members. Many good leads are received at these meetings, and hundreds of thousands of dollars have been generated from the personal contact that you make at these meetings. No WOW business is transacted at these meetings, but the members are made aware of all board decisions. The minutes of all meetings are emailed to all members after each meeting.
- One free listing in the WOW "One Stop Shopping Guide" Each business is listed in it's respective category. This Guide is updated on a regular basis.
- The opportunity to make an impact on the future of the wedding industry in our area The industry is important to Northern Nevada and as such, we take a pro-active role in the future development of laws, grants, dissemination of information, etc. All members are encouraged to participate whenever possible.
- Association with, and networking with over 140 of the most influential wedding professionals in our industry Every one of the over 140 members of WOW is basically a member of your "sales force". Develop sound professional relationships with these members, and you will reap the rewards. WOW has membership guidelines that control the quality of membership, and an Ethics Committee that controls any ethical misconduct among our ranks.
- Participation as a member organization of the Carson City Chamber of Commerce, the Carson Valley Chamber of Commerce, the Lake Tahoe Chamber of Commerce, the North Lake Tahoe Chamber of Commerce, the Reno-Sparks Chamber of Commerce, and the Reno-Tahoe Territory. As a member of WOW, you may participate in any of their functions, while proudly wearing your WOW badge.
- Discount of 50 % on advertising in the Sacramento Bride and Groom
- Discount of 30 % at two annual Bridal & Beauty Expos – Produced by Shirley Lockett, a fellow member
- Discount of \$100 at the Dream Wedding Show – produced by Buzz and Sue Gallardo, fellow members



Weddings of the West

Application for Membership

(Please type or print)

Send completed application to **Weddings of the West**, P.O. Box 898, Carson City, Nevada 89702
or to director@weddingsofthewest.com

Name of Business _____ Authorized Representative(s) _____

Mailing Address _____ City/State/Zip _____

Physical Address (if different) _____

Phone Numbers: Check the boxes of the numbers you want publicized in the WOW Directory and Website

- Office _____
- Toll free _____
- Cell _____
- Fax _____

Website _____ Email _____

Membership Types, Fees and Listings

Please check the type of membership for which you are applying:

- Regular Membership** (you derive your primary income from weddings) \$250 annually
- Associate Membership** (you derive your primary income from wedding professionals) \$350 annually
As an Associate Member, you must offer a discount to members. What discount will you offer? _____

WOW Website and Directory Listing

One category listing is included with your membership. Which category best applies to your business? (See www.weddingsofthewest.com for a complete list) _____

Additional Categories are \$50 each per year. Please indicate if you would like additional listings for this business. (If this is a separate company a separate application is required.) _____

Application Requirements

The following documentation is required and must be submitted with your application:

- Verification that your company has been in business for at least 1 year at the time of application.
- A copy of your Business License
- A copy of any other licensing required by your profession if applicable (health, transportation, etc.)
County & State where Health License/Permit was issued _____
Resale # _____
- Include 4 total letters of recommendation –
 - 2 letters, including either phone or e-mail contact information, from satisfied clients with whom you have done business in the last 12 months.
 - 2 letters from other industry professionals with whom you have done business in the last 12 months. **One of these must be a current WOW member.**
- Email to director@weddingsofthewest.com 1) two pictures for your page on our website and 2) a description of your business, also for your page

Application Procedure

Once the completed application, proper documentation and letters have been received, an interview with the membership committee will be scheduled. The prospective member will have the opportunity to prepare a five minute presentation about the business to the membership committee. This presentation may include portfolio or other visual/audio aids to help explain the business. (Business to supply equipment as needed.) After hearing the presentation by the applicant, the membership committee will make a recommendation to the board.

Signature _____ Printed Name _____ Title _____ Date _____