




Tourism Vancouver Island
Vancouver Island Garden Trail 2010
Non-Gardens

Sales Deadline: November 27, 2009
Material Deadline: December 4, 2009
Date of Publication: February 2010

‘We attend a number of travel trade and consumer shows during the year and we are always sure to take Garden Trail brochures with us as they are always very popular. I don't think any of the garden participants could make a better investment. The bang for the buck is about as good as it gets.’
 - Graham Bell, Butchart Gardens

The gardens on Vancouver Island are spectacular and Tourism Vancouver Island is pleased to be producing the Vancouver Island Garden Trail for 2010

- * To date, in 2009 Tourism Vancouver Island has received 4,915 individual requests through our website, e-mail and phone to receive a Garden Guide.
- * The other 70,085 have already been distributed to visitor centres, hotels, travel agencies such as BCAA/AA etc. as well as consumer shows throughout Canada and the USA such as Canada Blooms in Toronto.
- * According to the Vancouver Island 2008 exit survey the Vancouver Island region was the primary reason for visiting BC for almost 70% of visitors

Virtual Guide Stats

The Vancouver Island Garden Trail is also available online. Since March 23, 2009 the Online Garden Trail has received:

- * 2,443 visitors
- * 26,876 page views
- * and 154 clicks through to advertisers web pages

Advertising Rates:

Non-garden Formatted Ad - Full Size	\$ 510.00
Non-garden Formatted Ad - Half Size	\$ 260.00

Sales and Information

Please submit your contract to:

Victoria Campbell, Program Sales Representative

Phone 250-740-1216 **Fax** 250-754-3599 **Email** Vicky@tourismvi.ca

Please send ad materials to Page One Publishing:

Phone 250-595-7243 **Fax** 250-595-1626 **Email** ads@pageonepublishing.ca

www.VancouverIslandGardenTrail.com



Company Name: _____

Address: _____

Phone: _____ Fax: _____

Contact Name: _____

Email: _____

Ad Size: Full Size (\$510.00) Half Size (\$260.00)

Program Cost: \$ _____

Add GST @5% (GST# 121700611) \$ _____

Total Cost \$ _____

Payment Information

Payment Method: Cheque Master Card Visa Invoice

Cardholder Name: _____

Card Account Number: _____ Expiry Date: _____

Authorized Cardholder Signature: _____

*Please make Cheque payable to Tourism Vancouver Island

*Interest shall be charged at a rate of 2% per month on all overdue accounts.

Agreement

- I have read the attached Stakeholder Category Criteria Form and meet all the applicable criteria required for my stakeholder category with Tourism Vancouver Island.
(Please include the Stakeholder Category Criteria form with your contract)
- I re-affirm that I am in compliance with the eligibility criteria which I have previously confirmed. (refer to previously completed Stakeholder Category Criteria form)

Signed by: _____

Title: _____

Print Name: _____ Phone #: _____

Date: _____

Accommodation, Hostels and Campgrounds _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance, and ▪ The Stakeholder must be a minimum of one of the following (please indicate): <ul style="list-style-type: none"> <input type="checkbox"/> Tourism BC Approved Accommodation <input type="checkbox"/> AAA rated/approved <input type="checkbox"/> Canada Select rated/approved
Lodges & Vacation Home Rentals _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability)
Associations & Transportation _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Incorporated under the Societies Act or Boards of Trade Act
House Boats _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance, and ▪ Coast Guard certified
Real Estate _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Either/or: <ol style="list-style-type: none"> 1. Member of the local Real Estate Board 2. BC licensed realtor
Adventure, Ski, Golf, Attractions, Arts & Culture, Spa & Wellness, Agriculture & Winery, Food & Beverage, Meeting Facilities Rentals, & Gardens _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability)
Tour Operators (In and out of province) _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Tour operator registration
Parks _____Initial	<ul style="list-style-type: none"> ▪ Must be either: <ol style="list-style-type: none"> 1. Municipal 2. Regional 3. Provincial 4. Federal
Dive _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability), and ▪ Canadian Transport certified vessel (if applicable), and either/or <ol style="list-style-type: none"> 1. Affiliation and registration as a Dive Centre with an Internationally recognized Scuba Training Agency.
Education _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ BC Public Education
Learning/Enrichment _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability), and ▪ Business license or Society registration
Events & Retail/Service _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Applicable insurance

I have read the Stakeholder Criteria form above and meet all the applicable criteria required for my stakeholder category with Tourism Vancouver Island

Print Name _____ Signature _____