



## BROCHURE DISTRIBUTION • APPLICATION FORM

Marketing Opportunities at Wyoming Welcome Centers

*That's WY*<sup>TM</sup>

# Marketing Opportunities at Wyoming Welcome Centers

## Brochure Distribution

Travel and tourism related businesses along with federal, state, tribal and local entities and organizations have the opportunity to distribute their brochures in Wyoming Visitor Information Centers.

### Brochure Criteria

1. Brochure's information must promote the state of Wyoming tourism industry including her services, destinations, attractions, events, parks, and other points of interest open to the general public.
2. Brochures must be paper stock of sufficient weight so that the brochure does not "wilt or fold over" in display racks. The title should be in the upper third of the brochure for display purposes.
3. All material must be sent and provided free of charge to the Welcome Center. The Welcome Center provides only free distribution of brochures to travelers. Any materials that have a pre-marked price must be covered up.
4. No envelopes or packages will be permitted.

### Brochure Placement & Priority

Rack space placement will be prioritized as follows:

1. State of Wyoming agency traveler information.
2. Wyoming destination marketing organizations.
3. Wyoming facilities (attractions, etc)
4. Wyoming festivals, sporting and cultural events.
5. Brochures that promote Wyoming as a travel destination that are not already described.

### Eligible Brochures

1. Brochures produced by the state of Wyoming agencies that are travel related.
2. Brochures produced by a Wyoming destination marketing organization, i.e. lodging tax board, convention and visitor bureau, chamber of commerce, or similar entity which promotes local or regional areas.
3. Brochures of Wyoming facilities frequented by the traveling public such as attractions, points of interest, state and national parks, cultural centers, museums, campgrounds, restaurants, accommodations, and retail malls.
4. Brochures that display Wyoming festivals, sporting and cultural events.
5. Brochures that promote the state of Wyoming as a travel destination that do not fall into the categories above.
6. Official brochures and maps from the immediate surrounding states will be handed out upon request.
7. Regional material from the immediate surrounding states may be considered if Wyoming is included in 1/3 of the itinerary or features at least 1/3 of Wyoming tourism products and services and handed out upon request.
8. Posters that promote Wyoming events that will occur within 30 days.

### Non-Eligible Brochures

1. Real estate sales brochures.
2. Brochures that promote time-share or membership establishment that does not rent to the traveling public or offers a gift in exchange for attendance at sales presentation or a discount.
3. Mail order catalogues (catalogues may be considered if the majority of items sold are Wyoming made products).
4. Brochures that rate travel attractions, events, accommodations, regardless of the rating system and method of evaluation.
5. Brochures which are political or religious in nature, unless it is a historical landmark or attraction.
6. Literature promoting adult entertainment.
7. Brochures containing offensive language, pictures or graphics that could be defined as being in bad taste or deemed inappropriate for distribution.
8. Literature that is designed for commercial or non-traveler related purposes.
9. Posters or signs.
10. Any other information that WOT deems unsuitable or in conflict with our mission.

# Marketing Opportunities at Wyoming Welcome Centers

## Brochure Distribution

### Application Form

Organization/Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Brochure Title:

Please indicate the following:  New Approval Request  Renewal Approval Request

Describe how your business/service/organization serves the Wyoming tourism industry:

Please check the center(s) you would like to distribute your information:

**Southeast Center:** open year round  
5611 High Plains Road, I-25, Exit 4  
Cheyenne, WY 82007

**Northeast Center:** open year round  
5266 Old Highway 14  
Beulah, WY 82712

**Summit:** open mid May to mid October  
I-80 at Happy Jack Rd Exit 323  
Laramie, WY 82070

**Sheridan:** open mid May to mid October  
I-90 at Fifth Street, Exit 23  
Sheridan, WY 82801

Please submit your application to the appropriate Supervisor listed below:

Becky Ward, Visitor Services Supervisor  
(Southeast Center and Summit)  
5611 High Plains Road Cheyenne, WY 82007  
phone: 307.777.2921 fax: 307.777.2877  
becky.ward@wyo.gov

Lee Anne Cash, Welcome Center Supervisor  
(Northeast Center and Sheridan)  
P.O. Box 188 Beulah, WY 82712  
phone: 307.283.2440 fax: 307.283.2441  
leeanne.cash@wyo.gov

### Approval Procedures

A supplier wishing to distribute brochures through the Welcome Center program will need to submit a copy of their brochure to WOT with the application for approval.

Upon approval, the supplier will be given further instructions in sending the brochures to the Welcome Center. If disapproved, a letter will be sent explaining the reason for the disapproval. Disapproved brochures may be revised and resubmitted for approval. Major changes to an approved brochure will need to be re-submitted for approval. The Wyoming Office of Tourism grants permission for the distribution of individual brochures, NOT for the distributing organization itself or NOT for the distribution of the organization's materials. Organizations with multiple brochures with different information will need to submit each piece for approval. This may be done at one time.

THE WYOMING OFFICE OF TOURISM  
RESERVES THE RIGHT TO DISTRIBUTE  
OR REFUSE ANY BROCHURES DEEMED  
APPROPRIATE OR INAPPROPRIATE  
FOR DISTRIBUTION TO THE TRAVELING  
PUBLIC.



For more information on these programs or other programs offered by the Wyoming Office of Tourism, please contact:

Becky Ward  
Visitor Services Supervisor  
5611 High Plains Road  
Cheyenne, WY 82007  
307.777.2921  
becky.ward@wyo.gov

or visit our website:  
[www.travelwyoming.com](http://www.travelwyoming.com)