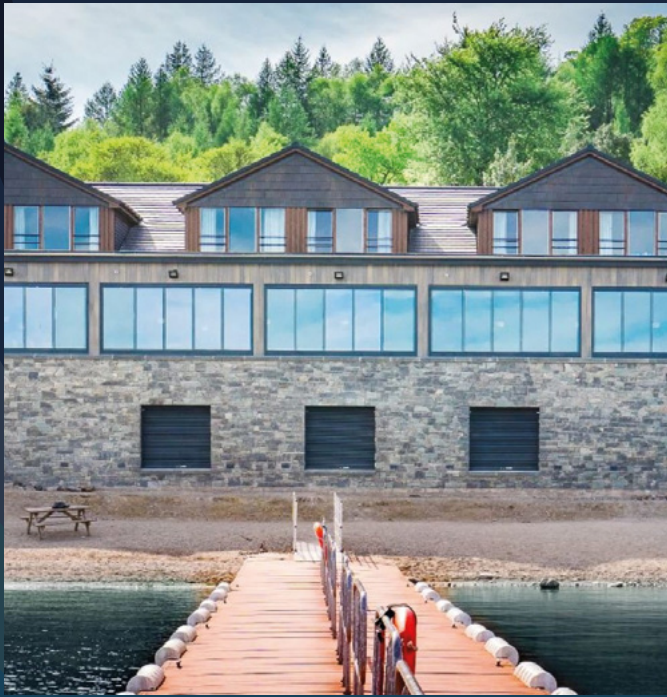


LOVE  
LOCH  
LOMOND



# MEMBERSHIP INFORMATION PACK



## WHAT IS LOVE LOCH LOMOND?

Love Loch Lomond is the strategic Destination Marketing organisation for Loch Lomond, The Trossachs and Clyde Sea Lochs. It is run by local businesses, for local businesses

As a self-funded, not for profit, cooperative of businesses of all sizes and types, our focus is to create fresh, dynamic content for Scotland's most spectacular destination through innovative digital, marketing and PR campaigns.

We keep costs down and spend our budget strategically to ensure our members get best value for money for their membership.

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*"Our key goal is to support our members by promoting their businesses and all the area has to offer as a destination for days out, short-breaks, staycations and as a must-visit destination for visitors to Scotland."*

**Kathryn Adam, General Manager, Sea Life Loch Lomond & Chair of Love Loch Lomond**

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## WHY BECOME A MEMBER?

We offer great value for money with the following included within your membership:

- Full business listings
- Links to your own website
- Website and social media promotion of events, news and offers
- Website blogs
- Inclusion in our new digital members brochure
- New B2B collaboration opportunities
- Member networking events
- Familiarisation visits
- Training and development opportunities
- Inclusion in our marketing campaigns.
- Trade and media promotions, as applicable.
- Business referral service
- Readily available advice, support and much more.
- Opportunities for inclusion in our new Food & Drink Book
- Sponsorship opportunities

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*"Great things in business are never done by one person; they're done by a team of people."*

**Steve Jobs**

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## WHAT HAVE WE ACHIEVED?

Love Loch Lomond was the first Destination Marketing Organisation (DMO) for the area covering Loch Lomond, The Trossachs and the Clyde Sea Lochs. We've been operational for 10 years plus and have achieved:

- Successful marketing campaigns
- Media coverage
- Tour operator relations
- Product development
- Training and development opportunities

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*"Achievement is talent plus preparation."*

**Malcolm Gladwell**

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## WHAT IS OUR FUTURE?

As an organisation who previously relied on public funding, we realised that due to changes in the economy that public funding would not continue. We had also agreed that we wanted to have more control over what we do, without possible caveats or restrictions that came with funding offers.

And whilst we will continue to look for appropriate funding opportunities to bolster our budget, working as a co-operative of businesses has given us more freedom to do what we, as businesses within the area, believe must be done for future success.

We invite you to be part of our future, where all our members can benefit and contribute to everyone's success.

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*"Change is the law of life, and those who look only to the past and present are certain to miss the future"*

**John F. Kennedy**

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# ANNUAL MEMBERSHIP PACKAGES

(fees will be calculated on a pro rata basis when joining partway through the year)

## Conic Package (Associate Member)

£250 per annum • Aimed at businesses with a turnover of £500k or less, no voting rights.

## Ben Vane Package (Associate Member)

£700 per annum • Aimed at businesses with a turnover of over £500k, no voting rights.

## Ben Vorlich Package (Full Partner)

£2,500 per annum • Aimed at businesses with a turnover under £2M. Opportunity to be a Board Director (dependent on space availability), full voting rights.

## Ben Lomond Package (Full Partner)

£5,000 per annum • Aimed at larger businesses with a turnover in excess of £2M. Opportunity to be a Board Director (dependent on space availability), full voting rights.

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*Without continual growth and progress, such words as improvement, achievement, and success have no meaning.*

**Benjamin Franklin**

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*"We are really excited about the future for our area and our members. As our memberships grows and our hard work highlights all we have to offer visitors to our area, this is the ideal time for us to further strengthen and support each other's businesses, so we all succeed together."*

**Kathryn Adam, General Manager, Sea Life Loch Lomond & Chair of Love Loch Lomond**

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## HOW TO APPLY

If you would like to discuss Love Loch Lomond or this membership offer, please contact: Karen Donnelly, Destination Manager, Love Loch Lomond.  
Email: [manager@lovelochlomond.com](mailto:manager@lovelochlomond.com) or Tel: 07425 175950

Or simply download, complete and return our Membership Application Form.