



Welcome to the Western Lake District

We are a destination marketing organisation promoting the Western Lake District and Coast as a location to live, work and visit, formed by the combined marketing forces of Ravenglass & Eskdale Railway, Muncaster Castle and Green Door Ltd.

This was in response to a strongly-expressed and urgent need from many voices for a body dedicated to asserting ourselves as a location in our own right, with a unique landscape, history and character, with a comprehensive offering to make not only to tourists but also those seeking to make their homes and livings here.

We invite all businesses and organisations in our area to join us as supporters, to leverage our greater strength as a community in presenting and promoting our region to the wider market place.

We are run on a not-for-profit basis, with all revenue raised from supporter subscriptions being dedicated to marketing activity to raise the profile of our area. Our supporter fees are aimed to be affordable to all and represent excellent value for money. By concentrating on cost-effective and trackable digital marketing methods, we can make our money work hard to raise our profile for the common good.

Supporter subscriptions will cover the following:

- Free listing on www.westernlakedistrict.com
- Support and publicity for local events
- Active social media presence (incl Facebook and Twitter)
- Presence at national travel and tourism shows
- Liaison and partnership working with kindred tourism and marketing organisations.

As an organisation we are wholly owned by the sponsor companies and are not reliant for our survival on grant aid or public money. Our executive committee members give their time voluntarily to govern and direct the organisation's efforts and provide points of contact for supporters to express their needs and wishes.

We hope you will join us as a supporter by completing the application form below. If you have any queries we will be pleased to hear from you. We thank you for your support and look forward to working with you.

Rachel Bell

Head of Marketing & Development, Lake District Estates
and Director, Western Lake District & Coast Tourism Limited

Western Lake District & Coast Tourism Limited, company reg no 10435297

Registered address: c/o Muncaster Castle, Ravenglass, Cumbria CA18 1RQ

w: www.westernlakedistrict.com

e: info@westernlakedistrict.com



Supporter application form 2019

To be completed and emailed to info@westernlakedistrict.com together with up to 4 landscape-format images, as high resolution as you have available please. Forms completed electronically or manually and scanned are both welcome.

Supporter subscriptions (and website inclusion) run to end March 2020, with renewals issued from January 2020.

Standard annual fees - £120 per organisation

Separate listing of additional sites/addresses of the same umbrella organisation – £60 each. Please submit a separate form.

Supporters joining from 1st September 2019 to end December can claim a 50% discount on these charges.

An invoice for the annual fee will be sent out after your information is received and we would ask for payment before your information is loaded onto the website.

Event listings are free and may be submitted for any organisation – see separate form.

Supporter contact information (not for publication)

Contact name.....

Email address.....

Telephone number.....

Address if different from main entry.....

If different, **finance contact** for invoicing etc:

Contact name.....

Email address.....

Telephone number.....

Address if different from main entry.....

For office use : membership date begins :

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Supporter information for website:

Name of business or organisation.....

web address.....
(or social media page if preferred)

email address.....

telephone number.....

address.....

postcode.....

description (suggested min 100 words, max 300 and original content please – do not copy verbatim from other online sources)

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Please complete the supporter classification below.

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Supporter classification

Tick all Level 2 classifications which apply to you. If you don't fit anywhere please use 'Other' and specify what you are so that the classification can be enhanced if required.

For multi-activity venues, please tick all facilities which are open to the public without charge - e.g. if your cafe or shop is only accessible to ticket-holders, please leave it off. Customers will find this additional information via your websites etc.

Level 1 classification	Level 2 classification	X
accommodation	self-catering	<input type="checkbox"/>
	hotel	<input type="checkbox"/>
	b&b, guesthouse	<input type="checkbox"/>
	inn	<input type="checkbox"/>
	restaurant with rooms	<input type="checkbox"/>
	caravan & campsite	<input type="checkbox"/>
	lodge park	<input type="checkbox"/>
	other (please specify)	<input type="checkbox"/>
food & drink	restaurant	<input type="checkbox"/>
	cafe	<input type="checkbox"/>
	bar	<input type="checkbox"/>
	pub or inn	<input type="checkbox"/>
	tearoom or coffee shop	<input type="checkbox"/>
	brewery or distillery	<input type="checkbox"/>
	takeaway	<input type="checkbox"/>
	food & drink retail outlet	<input type="checkbox"/>
	cookery school	<input type="checkbox"/>
	other (please specify)	<input type="checkbox"/>
attraction	historical building or site	<input type="checkbox"/>
	museum, gallery or collection	<input type="checkbox"/>
	theatre or music venue	<input type="checkbox"/>
	garden or park	<input type="checkbox"/>
	themed attraction	<input type="checkbox"/>
	animal or wildlife centre	<input type="checkbox"/>
	visitor centre	<input type="checkbox"/>
	retail outlet	<input type="checkbox"/>
	natural feature	<input type="checkbox"/>
	other (please specify)	<input type="checkbox"/>

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sport & activity	adventure or activity centre	
	golf club	
	equipment hire centre	
	sports venue or club	
	spa or therapy centre	
	other (please specify)	
business & education	school or college	
	retail shop	
	consultancy	
	other (please specify)	

Please submit your complete form with your 4 images to info@westernlakedistrict.com

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