



.com

Breckenridge Resort Chamber
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What Does The Breckenridge Resort Chamber Do?

- **The BRC Staffs the Breckenridge Welcome Center**

Over 266,000 visitors walked through the Welcome Center in 2010

- **Home of Breckenridge Central Reservations**

Travel experts who book vacation packages including lodging, airfare, ski rentals, lift tickets and activities

- **The BRC Produces Seven Major Events**

Ullr Fest: January 8 – 14, 2012

Budweiser International Snow Sculpting Championships:

January 23-27, 2012

Mardi Gras: February 21, 2012

Kingdom Days: June 17, 2012

Independence Day Parade: July 4, 2012

Oktoberfest: September 22 & 23, 2012

The Lighting of Breckenridge: December 1, 2012

- **World-Wide Promotion**

Yearly advertising spend of \$8 million

- **Group Sales**

Leads generated booked 2,475 room nights locally in 2010

General Benefits of Membership

*All benefits are included in the cost of membership unless noted with **

- Welcome Center placement and referrals
- Receive bi-weekly occupancy forecasts
- Listing in vacation planner guide
- Networking opportunities at monthly mixers and forums
- Use of the BRC's bulk mail permit, allowing you to mail at a discount as low as \$0.19 per piece
- Ribbon Cuttings and Grand Openings
- Advertise in the Relocation Guide
- Newsletter alerts and special event announcements
- List your event on Breck This Week
- Advertise in the New Member Basket
- Facebook and Twitter announcements
- Your business' page on www.gobreck.com includes a logo, photos, 1600 character description and link to your website
- Advertise Hot Deals
- Post Job Ads
- Tracking and Analysis for your listing on www.gobreck.com
- Advertise on the gobreck mobile app
- Event Sponsorship*
- Advertisement in the vacation planner or town guide*
- Sponsor a BRC monthly mixer*
- Partner with advertising or tradeshow*

Additional Benefits Based on Category

Professional

- Receive Relocation Leads
- Access to databases

Restaurant Members

- \$100 discount on your ad in the Breckenridge Dining Guide
- Participate in Oktoberfest (additional fees apply)

Activities

- Direct booking through Central Reservations and the Welcome Center for 15% commission (optional)

Lodging

- Direct bookings through Breckenridge Central Reservations for 20% discount
- Advertise last minute lodging on www.gobrecknow.com

Member to Member Discounts

Farmer's Insurance

Eligibility to purchase Health Insurance through Elite Series Chamber Programs

Arrow Insurance

Participate in the Breckenridge Resort Chamber worker's compensation group plan for up to a 4% discount

Breck TV Channel 17

Buy 3 months of advertising on Breck TV and get the 4th month free (\$350 value)

Comcast Business

Guaranteed low BRC rate for internet, phone and cable packages

New Member Benefits

KSMT Radio

Double radio placement for *new* BRC Members

Summit Daily News

Free black and white ad for *new* BRC Members