

May Newsletter



Central Massachusetts Convention & Visitors Bureau 5th Annual Golf Tournament SPONSORSHIP & REGISTRATION FORM

May 15, 2007
12 noon Registration, 1 pm Shotgun Start

Company: _____ Team Name: _____
 Contact Person: _____ Player 1: _____
 Address: _____ Player 2: _____
 City/State/Zip: _____ Player 3: _____
 Telephone: _____ Fax: _____ Player 4: _____
 Email: _____ Individual: _____
 Reception Only: ___ person (s)

<input type="checkbox"/>	Foursome & Reception	\$500
<input type="checkbox"/>	# of golfers _____ \$125 each w/ reception	\$ _____
<input type="checkbox"/>	# for reception only _____ \$35 each	\$ _____
<input type="checkbox"/>	Platinum Sponsor @ \$1,300:	\$1,300
<input type="checkbox"/>	Gold Sponsor @ \$1,000:	\$1,000
<input type="checkbox"/>	Gift Sponsor @ \$750:	\$750
<input type="checkbox"/>	Reception Sponsor @ \$500:	\$500
<input type="checkbox"/>	Putting Green Sponsor @ \$350:	\$350
<input type="checkbox"/>	Lunch Sponsor @ \$300:	\$300
<input type="checkbox"/>	Hole Sponsor @ \$150:	\$150
<input type="checkbox"/>	Other Sponsor:	\$ _____
<input type="checkbox"/>	Cash Contribution:	\$ _____
TOTAL:		\$ _____



We accept checks or credit cards!

Payment Information: Total: \$ _____
 Check Enclosed:
 Credit Card:
 Name on Card: _____
 Card #: _____ Exp. ____/____



Make checks payable to: Central MA CVB
 Mail/Fax/Email to: Julie Zomar
 Central MA Convention & Visitors Bureau, 30 Elm Street (2nd Floor), Worcester, MA 01609
 Fax: 508-754-2703 jzomar@worcester.org

CVB 5th Annual Golf Tournament

May 15, 2007



❖ CMCVB Upcoming Events - SAVE THE DATE ❖

Save the Date

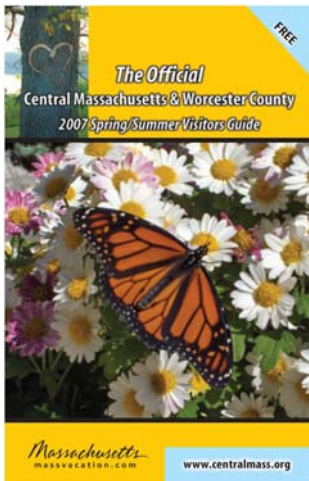
Mark your calendars for the CMCVB's
6th Annual Lobster Bake



June 26th, 2007

at Wachusett Village Inn

❖ Central Massachusetts / Worcester County Visitors Guide ❖



Fall/Winter Central Mass & Worcester County Visitors Guide

The FALL/WINTER Visitors Guide selling is underway. You should have received your sell-sheets in the mail from us this week. If you didn't advertise in the current issue, you'll definitely want to reserve your space immediately!!!

The FALL/WINTER Visitors Guide continues to get bigger and better with each issue. No other visitors guide provides the reader with more detail about our region!!! This **OFFICIAL** guide is the Central Massachusetts CVB's **primary fulfillment** piece and is mailed to all visitor inquiries from our advertising, 800#, and web site. We promote to the Connecticut, Rhode Island, Massachusetts, and Eastern New York market!!! Make sure your ad is displayed in this strategic marketing piece.

Don't forget to update your listings!!! For more information and to update your listing for the next issue, contact Julie Orcutt at jorcutt@worcester.org or call 508-755-7400 x224. For more copies of the current Visitors Guide, contact Brenna Ruchala at 508-755-7400 x221.

❖ Ongoing Marketing Opportunities ❖

Boston Magazine – “Discover Central Massachusetts”

Boston magazine is working to promote travel and tourism into the Central Massachusetts region. Coming up in the June issue, a special advertorial section will be created specifically for Central Massachusetts in an effort to drive tourism and promote Central Massachusetts truly, as the "Heart of New England." **Your message will reach over 943,000 travel savvy readers!!!** This section will focus on the 60 cities and towns that make up the "Heart of New England."

Members of the **Central Massachusetts Convention & Visitors Bureau** are receiving a special discounted rate for this special destination piece! Your participation includes:

- A four-color advertisement within the special section.
- Advertorial coverage: Participating advertisers will receive additional coverage within the special section. Our writer will work directly with you to tell the story of your business.
- Website directory listing: Participating advertisers receive a website listing in the section.

- Bonus distribution: **Boston** magazine will provide 2,000 reprints of the **Discover Central Massachusetts** special section to the **Central Massachusetts Convention & Visitors Bureau** for distribution.

Deadlines:

- Advertorial space close: **May 27th**
- Issue Date: July, 2007
- On-Sale: June 22nd

<u>Size</u>	<u>2007 Rate Card</u>	<u>* Central MA CVB Member Discount!</u>	
Full Page	\$16,790	\$10,500 Net!	38% OFF!
2/3	\$13,460	\$8,345 Net!	38% OFF!
1/2	\$10,620	\$6,584 Net!	38% OFF!
1/3	\$7,270	\$3,740 Net!	49% OFF!
1/6	\$4,160	\$2,122 Net!	49% OFF!

“New England Weekends” WBZ Newsradio 1030 Sat – Sun 6:55A, 7:55A, 8:55A (3 reports per day)

Six :60 weekend commercials, Six weekend billboards, **Twelve total weekend media messages.** Every weekend, **WBZ** highlights the hot places to go for family fun, recreation and entertainment around New England during its weekly segment **“New England Weekends!”** Event listing on wbz.com Event Calendar! Total Weekly Investment: **\$900. That’s \$75.00 a spot!!!!** **WBZ ranks number 1** in New England reaching over **400,000** loyal listeners every weekend! We can produce this co-operatively, so your investment is low and your impact is high! Editorial for your region and attraction is also a possibility. Contact Jeannie Hebert for more information.

Streaming on WBZ Newsradio 1030-- 100 :60 sec Commercials full month run

Now you can get a full month’s exposure to your property or event on WBZ Newsradio 1030 online! The most listened to news station on line! **100 :60 sec. spots, for only \$1200.00 that’s \$12.00 a spot. We can partner you** with others from your region to co-op the costs. Let Jeannie know if you are interested in this incredible deal!!! There are no production costs, the CMCVB fully subsidizes the production of this program.

Group Tour Magazine

Don’t miss out on advertising in the next Group Tour Magazine. With the CMCVB discount, cost is only \$527!!! Act now. Contact Jeannie Hebert at jhebert@worchester.org or 508-755-7400 x222. **Next Group Tour issue is Fall. Space reservation is May 15th.**

Boston Spirit Magazine

This is a glossy, classy publication, beautifully crafted, with amazing full color photography and pertinent editorials that reaches out to the Gay and Lesbian community throughout Massachusetts. These are mostly upscale individuals with disposable income that enjoy the finer things in life. Subscribership is growing by leaps and bounds, and it is also distributed through upper level hotels such as the Westin Copley Plaza, fine dining restaurants, and through prestigious well attended events. It will be featured and distributed at the upcoming Governor’s Conference on Travel and Tourism where their publisher is a featured speaker. To advertise through our co-op is **only \$375.00 per bi-monthly issue (that’s only \$187.50 per month!)** and you can pick and choose issues. It is a perfect match for you. Check out www.bostonspiritmagazine.com for a sampling. Contact Jeannie at jhebert@worchester.org or 508 755 7400X222 for more info or to reserve space.

Worcester (Quarterly) Living Magazine

The CVB is continuing to advertise in the Worcester Quarterly magazine, which is now scheduled to produce 6 editions. We have taken out a quarter-page ad! This magazine is distributed to affluent households within Central Massachusetts. Watch for our ad!!! Also provide us with pertinent information about your property as well as images so we can highlight upcoming events!

Radio Campaigns

Please contact Jeannie Hebert at jhebert@worchester.org or 508 755-7400 x222 with **ANY** interest you may have at **ANY** investment level. All of these campaigns are co-operative, so we can partner you with your fellow members to maximize your investment.

Promote your festival or event to the world by adding your event information on the redesigned [usamass.com](http://www.usamass.com)

This opportunity is free for all Massachusetts based properties, and there is no limit to the number of festivals or events you add! Categories include: festivals, sports, performing arts, exhibitions & shows, and cultural events. Log on now to start adding your information: <http://www.usamass.com/events>

❖ Congratulations to these new members ❖

Welcome New Member to the CVB for the month of April: Please see attached sheet!!!

**In case you missed it...Special Thanks again to our March new member:
Museum of Russian Icons!**

❖ Membership Department Update ❖

Hospitality Host Meeting - In case you missed April 25th meeting, the commercial spotlight presentation was the Sturbridge Host Hotel by Tom O'Brien. Please contact tobrien@sturbridgehosthotel.com or visit www.sturbridgehosthotel.com. 366 Main St. Sturbridge, MA. 01566. 508-347-7393.

Next Meeting Scheduled for **April 25th, 2007** at the Crowne Plaza Hotel in Worcester, MA. Please RSVP to jorcutt@worcester.org. Thank you to the Crowne Plaza Hotel for Hosting the Hospitality Hosts Meetings.

Stories Needed!!!

Don't forget, the CVB is always looking for unique stories from members about the region, their property, or how the CVB has helped their business. Don't be shy! Send your stories to Julie Orcutt at jorcutt@worcester.org or fax at 508-754-2703.

Take Advantage of our Monthly Mailing Flyer!

Each month the CMCVB offers members the opportunity to include a flyer in the Monthly Mailing. You can showcase your business for all of your special events, sales, and announcements on a monthly basis **OR** if you're a seasonal business; include a flyer for a specific month. This is sent to the full membership, local chambers, and tourist associations. **It's ONLY \$75.00 per month!!!** Please include **450 copies** to us by the second full week of the month. If you'd like the CMCVB to put it together for you the cost is \$100 for one-sided B&W or \$125 for two-sided B&W. Contact Julie Orcutt at jorcutt@worcester.org or call 508-755-7400 x224 to sign up today.

❖ CVB Committee Meetings ❖

- Worcester Sales Task Force: Tuesday, May 8th, 1pm at the DCU Center, Worcester
- Group Tour Committee: Tuesday, June 19th, 11 Am at the CMCVB office 30 Elm Street Worcester
- Hospitality Host Committee: Wednesday, May 23rd, 8 am at the Crowne Plaza, Worcester
- Hotel Association Committee: Thursday, May 24th, 12 noon

❖ Events for the month of May ❖

The month of May is bustling with activities...don't miss out!!! Check out their websites for more information.

- **DCU Center - Complete Automation on the Move**
info@dcucenter.com **May 10, 2007**
508-755-6800
- **Worcester Center for Crafts - Meet the Artist: Rebecca Lesnik**
www.worcestercraftcenter.org/events/ **May 10, 2007**
508-753-8183
- **Broad Meadow Brook Conservation Center and Wildlife Sanctuary**
Homeschool: Butterfly Gardening for Families
bmbrook@massaudubon.org **May 10, 2007**
508-753-6087
- **Foothills Theatre presents: The Musical of Musicals, The Musical!**
ktirabassi@foothillstheatre.com **May 10 - June 3, 2007**
508-754-4018
- **ARTSWorcester - ARTSWorcester's Biennial 2007**
info@artsworcester.org **Tues – Sat, May 11 – June 22, 2007**
- **DCU Center - Assumption College Baccalaureate Mass**
lrosenlund@assumption.edu **May 11, 2007**
508-767-7026
- **Sumner House - MSW Wine Tasting and Silent Auction**
info@MSMMA.Org **May 11, 2007**
508-842-1349

- **Andes Pit Theater, Walker Hall - Shakespeare in Hollywood** **May 11 & 12, 2007**
 diana.canterbury@worcesteracademy.org 508-754-5302
- **Best Western Royal Plaza Hotel & Trade Center Marlborough – International Gem & Jewelry Shows, Inc.** **May 11 - 13, 2007**
 www.intergem.com 301-294-1640
- **Worcester Hibernian Cultural Centre - Love in the Title** **Fri - Sun, May 11- 19, 2007**
 jfrooney@charter.net 508-523-3773
- **Speakers Night Club - Deep Pockets** **May 12, 2007**
 info@thepulsemag.com
- **Broad Meadow Brook Conservation Center and Wildlife Sanctuary - Flowers for Mom** **May 12, 2007**
 bmbrook@massaudubon.org 508-753-6087
- **Broad Meadow Brook Conservation Center and Wildlife Sanctuary – Preschool Story Hour: Birds of a Feather** **May 12, 2007**
 bmbrook@massaudubon.org 508-753-6087
- **Higgins Armory Museum - 14th Century Knight Presentation** **May 12, 2007**
 higgins@higgins.org 508-853-6015
- **Willard House and Clock Museum - Mother/Daughter Tea** **May 12, 2007**
 www.willardhouse.org 508-839-3500
- **Fitchburg Riverfront Park - RiverJam 2007 Presents Riverbend** **May 12, 2007**
 www.DiscoverFitchburg.com/Riverfront_Park.html riverfront@net1plus.com
- **DCU Center - New England Surge vs. Lehigh Valley Outlawz** **May 12, 2007**
 www.newenglandsurge.com info@dcucenter.com 508-755-6800
- **Old Sturbridge Village - Mother's Day Weekend** **May 12 - 13, 2007**
 http://www.osv.org 508-347-0323
- **Tower Hill Botanic Garden - Cactus & Succulent Show** **May 12 - 13, 2007**
 http://cssma.org 508-869-6111
- **Tower Hill Botanic Garden - FREE Admission for Moms on Mother's Day Weekend!** **May 12 - 13, 2007**
 www.towerhillbg.org 508-869-6111
- **WTAG 580AM - "National Security Crisis - Simulating a Disaster"** **May 13, 2007**
 radio@cowc.org
- **Devens Common Center - Mother's Day Brunch** **May 13, 2007**
 http://www.devenscommoncenter.com
- **Publick House Historic Inn - Mother's Day Buffet** **May 13, 2007**
 www.publickhouse.com 508-347-3313
- **Worcester Art Museum - Artist Demonstration: Gouache Painting** **May 13, 2007**
 www.worcesterart.org
- **Andes Pit Theater, Walker Hall - Shakespeare in Hollywood** **May 13, 2007**
 www.worcesteracademy.org 508-754-5302
- **CVB 5th Annual Central MA Golf Tournament** **May 15, 2007**
 jzomar@worcester.org 508-755-7400 x227
- **Higgins Armory Museum - Genealogy Brown Bag Lunch** **May 17, 2007**
 higgins@higgins.org 508-853-6015

- **Mechanics Hall - Raising The Roof Auction and Food Festival**
<http://www.gwhfh.org> **May 17, 2007**
508-799-9259
- **College of the Holy Cross: Hogan Campus Center - Wild Things Swing!**
bmbrook@massaudubon.org **May 17, 2007**
508-753-6087
- **Broad Meadow Brook's 15th Anniversary Dinner Dance**
bmbrook@massaudubon.org **May 17, 2007**
508-753-6087
- **Worcester Hibernian Cultural Centre - Speaker Dr. David O'Toole**
www.aohworcester.com **May 17, 2007**
508-523-3773
- **Tower Hill Botanic Garden - Practical Gardening Skills**
registrar@towerhillbg.org **May 17 – June 28, 2007**
508-869-6111
- **DCU Center - 2nd Annual MNA Clinical Nursing Conference**
info@dcucenter.com **May 18, 2007**
508-755-6800
- **Tower Hill Botanic Garden – Trailblazing**
thbg@towerhillbg.org **May 19, 2007**
508-869-6111
- **Old Sturbridge Village - Muster Day Mess with the Militia**
mashton@osv.org **May 19, 2007**
508-347-0205
- **Higgins Armory Museum - Viking Warrior Presentation**
higgins@higgins.org **May 19, 2007**
508-853-9015
- **DCU Center - New England Surge vs. Chesapeake Tide**
www.newenglandsurge.com **May 19, 2007**
508-755-6800
- **Higgins Armory Museum - Historical Combat Demonstrations**
higgins@higgins.org **May 19, 2007**
508-853-6015
- **Believe in YOU! Models Worcester - New Acting/Modeling Class Starting for Teens - May 19 – Dec 15, 2007**
www.believeinyou.biz **508-331-4900**
- **Higgins Armory Museum - A Roman Legionary**
higgins@higgins.org **May 20, 2007**
508-853-6015
- **DCU Center - M/C Communications**
info@dcucenter.com **May 21, 2007**
508-755-6800
- **Air National Guard Armory - Sons of Union Veterans Monthly Meeting**
gmaplejr@charter.net **May 21, 2007**
- **Tower Hill Botanic Garden: Blues and Ballads: An Evening with Brooks Williams - May 24, 2007**
www.towerhillbg.org **508-869-6111**
- **Broad Meadow Brook Conservation Center and Wildlife Sanctuary - Butterfly Institute - May 24 – June 21, 2007**
bmbrook@massaudubon.org **508-753-6087**
- **Tower Hill Botanic Garden - Make a Trellis or Garden Gate**
registrar@towerhillbg.org **May 26, 2007**
508-869-6111
- **DCU Center - New England Surge vs. Steubenville Stampede**
www.newenglandsurge.com **May 26, 2007**
508-755-6800
- **EcoTarium - Secrets of Circles - Exhibit Opens**
info@ecotarium.org **May 26 – September 2, 2007**
508-929-2700

- **EcoTarium - Tree Canopy Walkway**
www.ecotarium.org/activities/canopy/ **May 26 – June 24, 2007**
508-929-2700
- **Monument Square - 2007 Memorial Day Parade & Family Fun Day**
jackiewheeler@deanbank.com **May 27, 2007**
508-883-2122
- **Worcester Hibernian Cultural Centre - Our famous "Seisun"**
www.aohworchester.com **May 27, 2007**
508-523-3773
- **Preservation Worcester - Worcester Waists: The rise and fall of Worcester's Corset Industry - May 30, 2007**
www.preservationworchester.org **May 30, 2007**
508-754-8760
- **Worcester Regional Chamber of Commerce - Worcester Windows Opening Reception - May 31, 2007**
www.worcestermass.org/culture/windows **May 31, 2007**
508-799-1400

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