



# 2010 / 2011 TAG Approved® Accommodations Program

**Reach Gay & Lesbian consumers, meeting planners and travel agents in the United States.  
A full year of marketing and educational support for only \$179 US**

**TAG Approved® Accommodations is the largest program supporting gay-welcoming hotels, resorts and B&Bs in the world. With over 1,600 participating hotels meeting six gay-welcoming qualifications, we are the largest because we offer the most benefits for the dollar. Being TAG Approved® is more than a membership. TAG provides practical benefits to help your hotel cost-effectively reach gay and lesbian consumers throughout the United States, Canada and beyond. TAG is operated by Community Marketing, Inc. (CMI) based in San Francisco. Since 1992, CMI has provided a comprehensive portfolio of gay travel marketing and promotional products to reach the gay and lesbian consumer. Visit [www.CommunityMarketingInc.com](http://www.CommunityMarketingInc.com) for a full list of services. For more information, contact CM by Carlos Melia at [carlos@carlosmelia.com](mailto:carlos@carlosmelia.com).**

## **TAG Member Benefits:**

Membership includes eight practical benefits that make the \$179 annual fee very cost-effective. Accommodations registering now will receive benefits for a 12 month period following registration.

**Print Directory:** Your hotel is listed in the TAG Approved® Accommodations print directory. 40,000 copies of the directory are published every year and distributed by direct mail to key gay consumers, meeting planners, press and travel agents. The publication is printed and distributed in two 20,000 print runs – Spring and Fall, to keep all member information updated.

**Web Directory:** Your hotel is listed, searchable and linked on the worldwide internet directory, [www.tagapproved.com](http://www.tagapproved.com), along with a hyperlink so consumers can go directly to your website.

**Travelocity Partnership:** TAG is the official partner of Travelocity, which provides TAG hotels exclusive listings on Travelocity's gay microsite - [www.GayTravelocity.com](http://www.GayTravelocity.com). This benefit is only available for accommodations with existing Travelocity partnerships. If you do not yet have this partnership, TAG will connect your hotel to Travelocity for further information.

**TAG Approved Logo Usage:** Your hotel is authorized to use the TAG Approved® logo on all promotional materials.

**Monthly E-newsletter:** TAG distributes a monthly member e-newsletter to keep you updated on TAG activities and benefits.

**Discounts from Media Partners:** TAG partners with leading LGBT media companies every year and provides discounts to help you further promote your hotel to the gay and lesbian community.

TAG Approved is a registered trademark of Community Marketing, Inc.

### **CM by Carlos Melia**

630 Fifth Ave. Suite 2207, New York, NY 10111 US  
Tel. (212) 399.6161 | Fax. (212) 265.8753  
[carlos@carlosmelia.com](mailto:carlos@carlosmelia.com)

### **Community Marketing, Inc.**

584 Castro St. #834, San Francisco, CA 94119 US  
Tel. (415) 437.3800 | Fax. (415) 552.5104  
[glen@communitymarketinginc.com](mailto:glen@communitymarketinginc.com)



# 2010 / 2011 TAG Approved® Accommodations Program

**Education:** TAG invites you to participate in ten webinars every year. Four of the webinars focus on how to provide diversity training in your hotel. We do this webinar frequently to accommodate new hotels and new staff entering the program. Additional sessions are sales and marketing trainings to help you reach the LGBT community. Webinars are announced in the monthly e-newsletter.

**TAG Help Desk:** The TAG Help Desk allows you to call or email our marketing professionals to answer your questions on how to reach the LGBT market (some reasonable time limitations do apply).

## **Gay-welcoming “Best Practices” qualification**

In order to participate in the TAG-Approved® Accommodations program, your hotel must meet the following six gay-welcoming qualifications. Please do not submit an application to TAG unless you meet all six qualifications.

### **1) Non-discrimination Policy**

TAG members must have a non-discrimination policy that includes sexual orientation. All TAG hotels must have this policy in place before submitting an application. TAG recognizes that for some hotels, sexual orientation non-discrimination is required by law by their country, state, or region. If this is the case for your hotel, it is acceptable to join TAG, even if your hotel does not have a formal nondiscrimination personnel policy. TAG recognizes that some of our hotels have sexual orientation policies in place, but have not yet developed gender identity policies. TAG strongly recommends that hotels begin implementing gender identity policies as soon as possible.

### **2) Equal Administration of Personnel Benefits**

TAG members must treat heterosexual married couples and gay and lesbian domestic partners or civil unions equally in their personnel policies. This is often referred to as Domestic Partner Benefits. TAG recognizes that for some hotels, same-sex marriage is legal in their region and these hotels are not required to have domestic partner personnel policies separate from their standard married couple policies. TAG recognizes that many small properties have little to no employee benefits. This policy enforces the equality of the benefits, not the extent of the benefits.

### **3) Diversity Training**

All TAG members must provide LGBT-specific diversity training to their employees. This training can be part of the diversity training offered by the hotel, or hotels can develop classes specific to LGBT concerns. TAG provides regular webinars on how to develop diversity training in your hotel. It is acceptable to register for TAG if you agree to take TAG’s diversity webinar and implement diversity training in your hotel within six months of registering. This training is also available at no additional charge on disk.

### **4) TAG as a Watchdog**

By becoming a TAG Approved® Accommodation, property management acknowledges that both their customers and employees may become “watchdogs” of their business practices. TAG encourages both

TAG Approved is a registered trademark of Community Marketing, Inc.

**CM by Carlos Melia**  
630 Fifth Ave. Suite 2207, New York, NY 10111 US  
Tel. (212) 399.6161 | Fax. (212) 265.8753  
[carlos@carlosmelia.com](mailto:carlos@carlosmelia.com)

**Community Marketing, Inc.**  
584 Castro St. #834, San Francisco, CA 94119 US  
Tel. (415) 437.3800 | Fax. (415) 552.5104  
[glen@communitymarketinginc.com](mailto:glen@communitymarketinginc.com)



# 2010 / 2011 TAG Approved® Accommodations Program

hotel employees and customers to contact TAG to report if the property does not follow required policies. It is the policy for TAG to follow up on all complaints, and we expect the property to adequately address and resolve the issues presented. If TAG determines that the complaint is not being adequately addressed, or that the property does not meet TAG's Best Practices qualifications, the property will be terminated as a TAG member and the company must agree to immediately cease using TAG Approved® identification on promotional materials.

## **5) Community Support Policy**

TAG Approved® hotels must support their local communities through cash, gift certificate or in-kind support to local non-profits. TAG strongly recommends that you include organizations that support the LGBT, AIDS/HIV or women's communities.

## **6) Significant Harm Policy**

TAG recognizes that no hotel or hotel brand can police every owner, investor, manager, and employee. Unfortunately, situations can occur where a hotel meets the above qualifications, but an individual connected to the hotel does significant harm to LGBT equality. TAG reserves the right to terminate membership should these situations occur if the hotel does not adequately address the concern.

TAG Approved is a registered trademark of Community Marketing, Inc.

**CM by Carlos Melia**  
630 Fifth Ave. Suite 2207, New York, NY 10111 US  
Tel. (212) 399.6161 | Fax. (212) 265.8753  
[carlos@carlosmelia.com](mailto:carlos@carlosmelia.com)

**Community Marketing, Inc.**  
584 Castro St. #834, San Francisco, CA 94119 US  
Tel. (415) 437.3800 | Fax. (415) 552.5104  
[glen@communitymarketinginc.com](mailto:glen@communitymarketinginc.com)



# 2010 / 2011 TAG Approved® Accommodations Program

## TAG Approved® Accommodation Registration Form Effective: 2010/2011

### MEMBERSHIP INFORMATION

Hotel Name \_\_\_\_\_ Sabre # for Travelocity \_\_\_\_\_ Address /

City / State or Province / Postal / Country \_\_\_\_\_

Contact Name \_\_\_\_\_ email \_\_\_\_\_

\_\_\_\_\_ Business Phone \_\_\_\_\_ Fax \_\_\_\_\_

Please note: The hotel information above will be published in a consumer print directory and internet directory (we do not publish staff contact information). The staff indicated above will receive enewsletters about TAG benefits distributed through our StreamSend automated email system. By registering, you agree to being added to this list. Please make sure you open this email every month to take full benefit of your membership.

Please submit the following information for the on-line and print directory via email to [carlos@carlosmelia.com](mailto:carlos@carlosmelia.com). Then fax 1(212) 265-8753 or mail your application. Once we receive your signed application with payment, we will retrieve the information from the system.

Date information was emailed: \_\_\_\_\_ From which email address: \_\_\_\_\_

1. Internet property description: We suggest including some gay specific information like distance to gay neighborhood or bars, community support or any other information you think is important. Each property has a maximum of 160 words for the internet listing.
2. Consumer reservations telephone number and consumer website
3. Number of rooms in property.
4. Neighborhood: Maximum of 16 characters (examples, downtown, Castro, North of I-95, Midtown)
5. Type of property: Maximum of 12 characters (examples, boutique, luxury, all-gay resort, motor lodge)
6. 10 words that will be used in the print directory. This will already include your hotel name, telephone and website, so there is no need to repeat that information.

TAG Approved is a registered trademark of Community Marketing, Inc.

#### CM by Carlos Melia

630 Fifth Ave. Suite 2207, New York, NY 10111 US  
Tel. (212) 399.6161 | Fax. (212) 265.8753  
[carlos@carlosmelia.com](mailto:carlos@carlosmelia.com)

#### Community Marketing, Inc.

584 Castro St. #834, San Francisco, CA 94119 US  
Tel. (415) 437.3800 | Fax. (415) 552.5104  
[glen@communitymarketinginc.com](mailto:glen@communitymarketinginc.com)



# 2010 / 2011 TAG Approved® Accommodations Program

7. Website Image: The website will allow you to display one large image that is used as a header for your listing. Submit the image as a 552 px wide x 236 px high JPEG(smaller OK), RGB color, 72 dpi. Note, using Photoshop, feel free to submit an image that contains multiple pictures/logos within the context of the maximum size. If you are totally lost on how to construct a composite image, email Glen.

## GAY-WELCOMING QUALIFICATION

In order to participate in the TAG-Approved® Accommodations Program, your hotel must meet the six gay-welcoming qualifications on page 2 of this application. Please initial that you have read and qualify based on each requirement. Please do not submit an application to TAG unless you meet all six qualifications and have initialed by each qualification.

- |                               |               |  |               |
|-------------------------------|---------------|--|---------------|
| 1) Non-discrimination Policy: | Initial _____ | 2) Equal Administration of Personnel Benefits: | Initial _____ |
| 3) Diversity Training:        | Initial _____ | 4) TAG as a Watchdog:                          | Initial _____ |
| 5) Community Support Policy:  | Initial _____ | 6) Significant Harm Policy:                    | Initial _____ |

Based on the above qualifications, our hotel meets the TAG gay-welcoming qualification. Authorized

Signature \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

## PAYMENT: 2010 / 2011 REGISTRATION FEE OF \$ 179.00 IS PAYABLE IN US FUNDS.

Please make check payable to: Community Marketing, Inc., 584 Castro Street #834, San Francisco, CA 94114 - or - Please approve \$179 US to be charged to the credit card number below and return by fax to (+1) 415/552-5104.

Note: Groups rate structure: 1-4 properties from same group \$179 each, 4-19 properties \$159, 20-39 properties \$129, 40+

Visa/MC/Amex # \_\_\_\_\_ Exp. \_\_\_/\_\_\_ CW \_\_\_\_\_ Signature \_\_\_\_\_

TAG Approved is a registered trademark of Community Marketing, Inc.

**CM by Carlos Melia**  
630 Fifth Ave. Suite 2207, New York, NY 10111 US  
Tel. (212) 399.6161 | Fax. (212) 265.8753  
[carlos@carlosmelia.com](mailto:carlos@carlosmelia.com)

**Community Marketing, Inc.**  
584 Castro St. #834, San Francisco, CA 94119 US  
Tel. (415) 437.3800 | Fax. (415) 552.5104  
[glen@communitymarketinginc.com](mailto:glen@communitymarketinginc.com)