



**Central  
Oregon Coast  
Association  
(COCA)**

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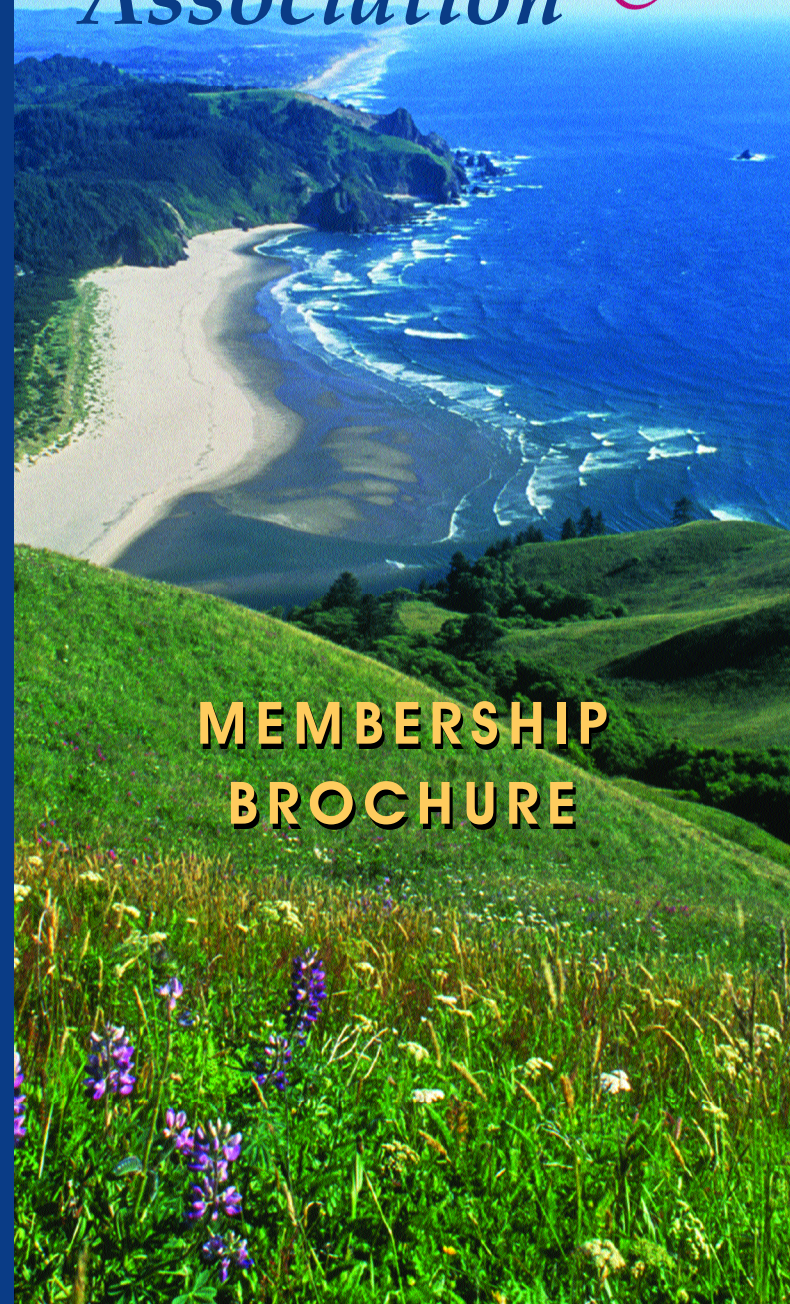
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# Central Oregon Coast Association



## MEMBERSHIP BROCHURE

### —◆WHO WE ARE◆—

For over a quarter of a century the Central Oregon Coast Association (**COCA**) has been officially recognized by the Lincoln County Commissioners as the regional destination marketing organization (RDMO) representing Lincoln County and the surrounding areas.

**COCA** is a non-profit organization governed by a Board of Directors that is made up of business owners and managers from throughout Lincoln County. **COCA** is locally managed by a professional and friendly staff.

### —◆OUR MISSION◆—

To promote long-term economic and environmental health in Lincoln County and its communities through the development of and advocacy for sustainable high-yield tourism and other economic and educational activities.

COCA's primary focus is on the unincorporated areas of Lincoln County; however, we partner and work in conjunction with the incorporated cities of Lincoln County and the surrounding areas to achieve our objective

*"to promote tourism along the Heart of the Oregon Coast.™"*



### —◆WHAT WE DO◆—

WE . . .

- . . . aggressively target inbound visitors and tell them where to stay, play and also what there is to see and do in our area
- . . . answer thousands of calls and email inquiries referring the visitor directly to you
- . . . annually mail over 50,000 visitor packets to the prospective visitor
- . . . continually update and maintain our website: [www.CoastVisitor.com](http://www.CoastVisitor.com)
- . . . consistently offer members numerous co-op advertising and marketing opportunities
- . . . organize the annual Media Research Trip to the Central Oregon Coast
- . . . attend numerous Travel/Trade Shows each year, staffing a booth promoting this area
- . . . work with Travel Media and editors to get hundreds of stories written about the Oregon Coast
- . . . produce 200,000 copies of the Oregon's Central Coast Visitor Guide with an interactive electronic version available on our website
- . . . Twitter - we talk about this area in the social media avenues
- . . . communicate weekly with our members about a variety of opportunities and updates

# Join the Central Oregon Coast Association TODAY and maximize your marketing potential!

Three levels of membership are available: **BRONZE\***, **GOLD** and **PLATINUM**.  
Services and benefits available for each level are listed below.

“Thanks to COCA, our central coast area enjoys a breadth of promotional coverage that is unequalled – even by other tourism organizations with much larger budgets.” – Dick Cutler  
Flying Dutchman Winery

## —◆ BRONZE ◆— and “Constituent”\*

Membership Investment: \$200

- COCA Weekly News e-mails
- Free Basic Listing in 200,000 copies of the COCA Visitor Guide
- Visitor Guide Advertising Discounted Rates
  - Preferred Referrals
- “Brochure Mailing” Program Access
- Free Basic Listing and Web Link on:  
www.CoastVisitor.com

\*“Constituent” properties paying unincorporated Lincoln County transient room taxes (not an individual city’s room tax) receive a **BRONZE** membership at **NO CHARGE**.

**PLEASE NOTE: COCA** sales and marketing programs are available to **ALL** member categories for an additional charge.

## —◆ GOLD ◆—

Membership Investment: \$500

- Includes everything at the Bronze level, plus:
- Web listing includes 160 words of editorial copy
  - Web ad for four months in the Ad Discounts & Specials section of the website
  - Brochure in visitor request mailing 1000 each x 2 per year - you supply a 1 oz. brochure

## —◆ PLATINUM ◆—

Membership Investment: \$1000

- Includes everything at the Bronze level, plus:
- Web listing includes 240 words of editorial copy with photo
  - Web ad for six months in the Ad Discounts & Specials section of the website
  - Web ad for three months with premium placement on the home page
  - Brochure in visitor request mailing 1000 each x 4 per year - you supply a 1 oz. brochure



## —◆ COCA'S ◆— BROCHURE MAILING SERVICE

An outbound mailing service is available for **COCA** members!

Are you tired of stuffing, labeling and stamping? Tired of the “bulk mail shuffle?” How would you like to take advantage of a mailing opportunity for less than the cost of first class *or* bulk mail postage?

For less than the cost of a postage stamp, brochures provided by your business will be inserted into outbound visitor prospect mailings at the **COCA** office. Think about what this will save you! You’ll save on staff time, label and envelope costs, and postage!

Pay substantially less than the price of first class and less than bulk rates!

**Minimum participation of 200 mailers.**

**COCA** does all the work; **you** save the time, handling & postage!

Call **COCA** for quantity estimates and arrangements if you want to include your brochures in **ALL** outgoing mailings from **COCA**.

## —◆ COCA MEMBERSHIP ◆— APPLICATION

Join the Central Oregon Coast Association TODAY!

“This is the only organization that represents the entire central Oregon Coast to better benefit our guests and members.” – Alyce Thomson  
Beachcombers Haven

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Physical Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

eMail: \_\_\_\_\_

Internet home page: \_\_\_\_\_

http://www. \_\_\_\_\_

Choose your membership level:

**BRONZE**  \$ 200

**GOLD**  \$ 500

**PLATINUM**  \$ 1000

Plus a one-time only application fee of \$25.00

Total Investment: \$ \_\_\_\_\_

Enclose your payment made out to “**COCA**” and mail to: PO Box 2094, Newport, OR 97365

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