



## **SMWA Mission Statement**

The Smoky Mountain Wedding Association is a non-profit organization comprised of member businesses for promoting the Smoky Mountains as a premier destination wedding area and our members as resources to brides and those planning events in the area. The Smoky Mountain Wedding Association is to represent the common interest of our members in the wedding industry of the Smoky Mountain area ethically and professionally.

1. To foster a caring attitude cooperative relationship and ethical spirit among the wedding industry members, the community, clients, and with each other within the Smoky Mountain Area.
2. To offer opportunities for professional growth through education and the sharing of ideas.
3. To promote and generally advance the interests of the Smoky Mountain area wedding industry to local, city, and state governments, as well as to the general tourism business community.
4. To promote and generally advance the Smoky Mountains as a wedding destination through marketing and public relations endeavors.
5. To accumulate and process information relating to the wedding industry and to share such information with the membership.
6. To supply a united voice to encourage policies and legislation supportive of the wedding industry at all levels of government.
7. To promote good policy and sound business principles.
8. To engage in any other activity consistent with the laws of the United States, the state of Tennessee, the county of Sevier, and the bylaws of the corporation.

## **SMWA Vision**

To promote the Great Smoky Mountains as the Wedding Capital of the South, as the Smoky Mountains are one of the most popular wedding and vacation destinations in the country. The Smoky Mountain Wedding Association is a non-profit organization representing the Smoky Mountain wedding industry.

The board of directors depends upon each member to adhere to good business practices to ensure the integrity of the wedding industry. The board does not recommend or refer to any single member, but the group, nor does the board mediate disputes between members or their customers.

## **Member Responsibilities**

We welcome members' participation by:

1. By attending meetings and supporting various activities within the Smoky Mountain Wedding Association.
2. Linking to the SMWA from their business website.
3. Participating in various promotional activities to help further advance the area and other businesses.
4. To pay dues upon application for new membership, on or before December 31<sup>st</sup> for renewal of membership as membership is for the fiscal year.
5. Maintain general professional standards. You are representing yourself as well as the SMWA as a member.



## Benefits of Membership

1. One Free listing on the SMWA Website, Additional listings are available for \$50 each. Also, the opportunity for a Home Page Spotlight with a photo and short description with a link to your website is \$250 per Quarter
2. Member Page Spotlight with photo, short description with a link to your website \$200 per year
3. Able to participate in co-op advertising opportunities, usually at a discounted rate
4. Networking with other members of the wedding community
5. Online, Community, and Welcome Center Visibility
6. Advocates on your behalf
7. The SMWA drives business to you
8. Invited to attend SMWA bi-monthly member meetings and bi-monthly attend after-hours events
9. Receive emails with information important for wedding professionals
10. Able to vote for board members and on specific issues
11. New Members are welcomed on Facebook and at meetings
12. Blog and Social Media posts for members whenever requested
13. Receive leads generated by SMWA advertising, whether directly to your website from the SMWA site and/or from the lead form
14. SMWA displays member photos and brochures at the SMWA booth at trade and bridal shows
15. An opportunity to further promote your business through giveaways
16. Membership Categories and Benefits:

**Categories 1-3: Wedding Members:** \$150 Dues, Full Voting Rights, one web listing in a category of their choosing. Additional categories are available for \$50 each

**Category 4: Ally (Vacation) Members:** \$150 Dues, Full Voting Rights, one web listing in a category of their choosing. Additional categories are available for \$50 each