



Dear DBA Member:

The Downtown Bloomington Association is proud to announce that we have made some real changes that will allow us to enhance our level of service to you, the valued members of our Downtown community.

We have joined the Community Development Department of the City of Bloomington as the newly created Downtown Development Division. Having a direct connection with our City Staff will allow us to more efficiently respond to the needs of the downtown community, and improve our ability to promote, market and support the growth of our thriving City Center. By taking this step, we are confident that we can work to achieve our shared goals of becoming the dynamic destination we all believe we should be.

Involvement from Downtown Bloomington stakeholders like you will be vital to the achievement of those goals. Please take a moment to review our enhanced membership benefits and see how YOU can place a more active role in all the exciting things happening Downtown. Your membership dollars, once needed to help offset operational expenses like rent and utilities, will now be used 100% toward the following programs, events and initiatives:

- Plan and Implement of our Award winning Farmers' Markets and First Fridays Programming.
- Continue to grow current and develop new special events like our new Cogs & Corsets Steam Punk Festival.
- Maintain Downtown Bloomington website and social media presence
- Create and implement high value cooperative advertising opportunities
- Provide positive public relations with citizens, media and government
- Promote Downtown Bloomington as a great place to shop, dine, live and play through special event and promotional campaigns
- Improve our communications and outreach to keep all members of the downtown community better informed on street closures and scheduled infrastructure work
- Enhance and grow our collaborations with City of Bloomington, Illinois Wesleyan University, The McLean County Chamber of Commerce, the CVB and the BN Advantage
- Work to create a comprehensive marketing campaign for Downtown Bloomington

We look forward to your membership, support and involvement in working toward our goal of growing our Downtown. Working together, all things are possible!

Sincerely,
Downtown Bloomington Association

Membership Benefits of the DBA

ALL MEMBERS OF THE DBA WILL AUTOMATICALLY RECEIVE:

- Membership cling
- Weekly eNewsletter
- Twitter and Facebook reposts of members' sponsored events and promotions
- Invitation to quarterly membership meetings, networking events, etc.
- Participation in DBA Committees

BUSINESS LEVELS

PLATINUM LEVEL MEMBER - \$1000 ANNUALLY

- A photo of your business or logo featured on our website, along with a direct link to your business
- Bi Monthly booth space at outdoor Farmers' Markets
- FEATURED BUSINESS advertisement and article written by staff featured on website and newsletter (NEW!)
- FIRST OFFER and 15% discount on ALL marketing opportunities (NEW!)
- PRESS RELEASE SERVICE for all business promotions (NEW!)

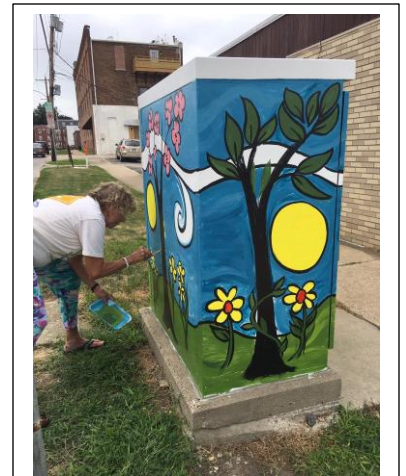
GOLD LEVEL MEMBER - \$500 ANNUALLY

- A photo of your business or logo featured on website, along with direct link to your business
- Bi Monthly booth space at outdoor Farmers' Markets
- FIRST OFFER and 10% discount on ALL marketing opportunities (NEW!)
- PRESS RELEASE SERVICE for all business promotions (NEW!)

GENERAL BUSINESS/ PROPERTY OWNER - \$200 ANNUALLY

- A photo of your business or logo featured on website, along with direct link to your business
- Bi Monthly booth space at outdoor Farmers' Markets
- FIRST OFFER and 5% discount on ALL marketing opportunities (NEW!)
- PRESS RELEASE SERVICE for all business promotions (NEW!)

FRIEND OF DOWNTOWN - \$50 ANNUALLY



CORPORATE SPONSOR opportunities:

Support our AWARD WINNING FARMERS' MARKET!
26 weeks outdoor, 6 months indoor.
55,000 visitors annually!

COMMUNITY CHAMPION - \$10,000 ANNUALLY

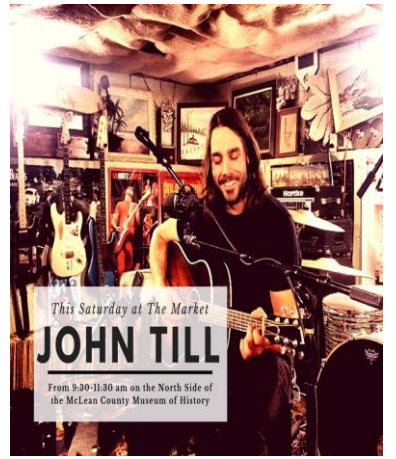
- Company logo included on website and all event marketing pieces
- SIGNAGE AT THE MUSIC STAGE
- **GOLD** level status for your business on the website
- **FREE MARKET MERCHANDISE OF YOUR CHOICE**
- **NAME mentioned at all sponsored events.**

HOMETOWN HERO - \$5000 ANNUALLY

- Company logo included on website and select marketing pieces
- GOLD level status for your business on the website
- DISCOUNT ON MARKET MERCHANDISE

FARM AID - \$2500 ANNUALLY

- Company logo included on website
- GOLD level status for your business on the website.



Business/Organization Name: _____

Contact name: _____ Phone: _____

Email _____ website _____

Mailing address: _____

Description of your business or organization: _____

PLEASE CHECK ONE:

- ___ PLATINUM LEVEL
- ___ GOLD LEVEL
- ___ GENERAL member
- ___ FRIEND

CORPORATE SPONSOR

- ___ CHAMPION
- ___ HERO
- ___ FARM AID

