

holidays in ballard

eat, drink, shop, play

In Ballard Merchants Association

1752 NW Market St. #423
Seattle WA 98107
merchants@inballard.com
HolidaysInBallard.com

About

In Ballard Merchants Association ("Association") is a non profit organization organized under the laws of the State of Washington. The objective of the Association is to provide a distinct competitive advantage and improve the economic climate for the Ballard area merchants and community organizations (collectively referred to as "Members") by providing a means of coordinated mutual cooperation. The Association plans to engage in and promote programs and publicity through special events, cooperative advertising, harmonious decorative displays, and other joint endeavors.

Disclaimer

As a Member and/or Sponsor of the Association you agree to release, discharge, and hold harmless the Association, the Board of Directors, employees and its successors from any and all liability, claims and demands of any kind or nature, either in law or equity, which arise or may arise from your membership/sponsorship of the Association and/or participation in the Association's coordinated efforts. Further, you understand and acknowledge that this disclaimer releases the Association from any liability for any injury, damage, or any losses you may suffer, in any way connected with your participation in the Association.

Thank you for joining us in our campaign to brighten Ballard this Winter. We look forward to working with you!

Step 1: Choose your support level

- \$50 - Member
- \$250 - Sponsor
- \$750 - Signature Business Sponsor
- \$2,000 - Elite Media Sponsor
- \$8,000 - Elite Corporate Sponsor

Step 2: Choose your category (only one)

- Eat
- Drink
- Shop
- Play
- Services

Step 3: Complete this form

Business name: _____

Contact name/title: _____

Business address: _____

Phone number: _____

Email address: _____

Step 4: Turn in this form, with payment made out to In Ballard Merchants Association, to:
1752 NW Market St. #423, Seattle 98107

To begin implementing our campaign, we need to have a firm deadline of October 19 to receive this form and payment.

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* Increased level of sponsorship benefit defaults to the higher level benefit. For example, Elite Media sponsors receive a larger logo, not a Signature size and an Elite size logo.

Winter Campaign Sponsorship Levels

\$50 - MEMBER

- Yearly Membership In Ballard Merchant Association
- Placement on inballard.com
- Receive quarterly newsletter

\$250 - SPONSOR (Benefits listed above plus)

- Sponsor placement on inballard.com (above Member)
- Postcards
- Locator and Name on Winter Campaign Map
- Small size name on Winter Poster

\$750 - SIGNATURE BUSINESS SPONSOR (Benefits listed above plus)

- Signature Placement on inballard.com (above Member and Sponsor)
- Featured Placement on inballard.com (random selected main page image)
- Locator, Name and Signature Size Logo on Winter Campaign Map*
- Medium size name on Winter Poster*
- Participation in Shopping Card Campaign

\$2,000 - ELITE MEDIA SPONSOR (Benefits listed above plus)

- Elite Placement on inballard.com (above Member, Sponsor, and Signature)
- Locator, Name and Elite Size Logo on Winter Campaign Map*
- Large size name on Winter Poster*
- Side Banner placement with link on all MailChimp and Press Releases
- Elite Placement and Participation in Shopping Card Campaign
- Elite Placement and Links on all Advertising Campaigns
- Media Committee Voting Member on all Media Buys

\$8,000 - ELITE CORPORATE SPONSOR (Benefits listed above plus)

- Elite Placement on inballard.com (above Mem, Sponsor, Signature, Media)
- Corporate Sponsor Presence on all Campaign Materials and Press Releases and Corporate Logo Banner at all Special Events

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