

## FOUR POINT APPROACH

### PROMOTION

sells a positive image of the downtown district, and the HDA encourages consumers and investors to live, work, shop, play, and invest in downtown Hollister. The Association draws people downtown with its promotional programs.

### DESIGN

activities sponsored by the Association center around one of our best assets—our historic buildings. The downtown district is the heart of our community, and the Association is working to preserve its character. Creating an inviting atmosphere is accomplished through grants for business facade improvements and low-cost workshops to assist in visual merchandising and marketing strategies.

### ECONOMIC RESTRUCTURING

strengthens the downtown district's existing economic assets. The Hollister Downtown Association is a results-driven voice working for its members at City Hall and San Benito County government Council Meetings, as well as interacting on the state and federal level. When the Association speaks, decision makers listen.

### ORGANIZATION

through membership is an investment in the continued strength and vitality of the Historic Downtown District of Hollister. The Association produces a quarterly newsletter for its members, providing current information and news concerning businesses in our district. The Association meets quarterly at one of our local restaurants for breakfast, providing a forum for information dissemination, discussion, networking, and community involvement. Members are welcome and encouraged to participate in areas of interest. The current Association committees include Promotion, Design, Economic Restructuring, Organization and meet once a month.

## JOIN THE HDA TODAY

### MEMBERSHIP DUES FOR FISCAL YEAR 2007–2008

SELECT A MEMBERSHIP LEVEL:	PRICE:
<input type="checkbox"/> Platinum	\$3,500
<input type="checkbox"/> Gold	\$3,000
<input type="checkbox"/> Silver	\$2,500
<input type="checkbox"/> Bronze	\$1,500
<input type="checkbox"/> Corporate	\$500
<input type="checkbox"/> Retail	\$200
<input type="checkbox"/> Hospitality	\$200
<input type="checkbox"/> Professional Consultant	\$200
<input type="checkbox"/> Service	\$175
<input type="checkbox"/> Friends & Family	\$60
<input type="checkbox"/> Non Profit 501(c)	\$60
<input type="checkbox"/> Associate (\$60 each)	\$

TOTAL \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

BUSINESS OR ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_  
\_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

TYPE OF BUSINESS \_\_\_\_\_

ASSOCIATES \_\_\_\_\_

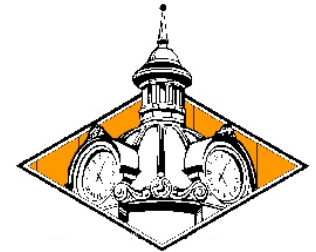
### HOLLISTER DOWNTOWN ASSOCIATION

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Fax: (831) 636-5909  
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[info@downtownhollister.org](mailto:info@downtownhollister.org)

### HOLLISTER DOWNTOWN ASSOCIATION

REVITALIZING HISTORIC DOWNTOWN  
HOLLISTER TO BE THE HUB OF SOCIAL AND  
ECONOMIC ACTIVITY IN OUR COMMUNITY

## JOIN THE HOLLISTER DOWNTOWN ASSOCIATION





# MEMBERSHIP DUES OPTIONS

## PLATINUM MEMBERSHIP—\$3,500

At the pinnacle of partnership with the Hollister Downtown Association is the Platinum level of membership. In addition to being promoted during the Street Festival and the Lights on Celebration, these businesses will also enjoy additional marketing through advertisement on our downtown street banners. This unique group of businesses will enjoy the maximum benefits and privileges at the HDA’s highest level of membership

## GOLD MEMBERSHIP—\$3,000

Some of the most influential business owners in our community are included in the Gold level of membership. The Street Festival and the Lights on Celebration provide these businesses with opportunities to enhance their business relations and heighten publicity for their companies.

## SILVER MEMBERSHIP—\$2,500

Membership at the Silver level is a sensible and affordable upgrade, perfect for many businesses that have supported the Hollister Downtown Association in this manner for many years. Through sponsorship of the Lights on Celebration and the Street Festival, these businesses will be highlighted in press releases, advertisements, and during the events with company banners.

## BRONZE MEMBERSHIP—\$1,500

Membership at the Bronze level enables just about any small or medium size business to enjoy the benefits and privileges of partnership with the Hollister Downtown Association. Bronze members enjoy heightened publicity and increased recognition.

## TRADITIONAL MEMBERSHIP

As a Traditional member of the HDA, businesses are entitled to have one representative as the designated member. That person is entitled to all rights, voting privileges and benefits of membership in the Hollister Downtown Association. Additional staff members may attend events and enjoy membership privileges by becoming Associate Members. Traditional membership categories include:

- Corporate Sponsors—\$500  
Members will be highlighted in our Marketing brochure with their business logo.
- Retail—\$200
- Hospitality—\$200
- Professional Consultant - \$200
- Service—\$175
- Friends & Family—\$60
- Non Profit 501-c organizations—\$60
- Associate—\$60  
Associate membership is offered to employees at businesses that are active members in good standing with the Hollister Downtown Association

## COMPARISON OF MEMBERSHIP BENEFITS

Benefits & Privileges	P	G	S	B	T
Access to Social and Educational Events	x	x	x	x	x
Publicity in HDA Newsletter	x	x	x	x	x
Listing in Marketing Brochure	x	x	x	x	x
Listing on HDA website	x	x	x	x	x
Pro-Business Advocacy in Government	x	x	x	x	x
Voting privileges	x	x	x	x	x
Volunteer Opportunities	x	x	x	x	x
Special Listing in Marketing Brochure	x	x	x	x	
Free Advertising on HDA Website	x	x	x	x	
Additional Associate Members	5	4	2	1	
Sponsor Street Festival	x	x	x	x	
Complimentary Booth Space at Street Festival	x	x	x	x	
Four Free Quarterly Breakfasts	x	x	x	x	
Logo in HDA Newsletter	x	x	x		
Sponsor Lights On Celebration	x	x	x		
Complimentary parade Entry	x	x	x		
Annual Membership	x	x			
Street Pole Banner	x				
Free Workshops	x				