

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 monthly 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, and Organization, meeting once a month to discuss topics that are relevant to the future of downtown.

JOIN THE HDA TODAY

MEMBERSHIP DUES REMAINDER 2010 AND 2011

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	\$550
<input type="checkbox"/> Retail	\$210
<input type="checkbox"/> Hospitality	\$210
<input type="checkbox"/> Professional Consultant	\$210
<input type="checkbox"/> Service	\$185
<input type="checkbox"/> Property Owner	\$100
<input type="checkbox"/> Friends & Family	\$70
<input type="checkbox"/> Non Profit 501(c)3	\$70
<input type="checkbox"/> Additional Associate(s) \$70	\$ _____

TOTAL _____

CONTACT NAME _____

BUSINESS OR ORGANIZATION _____

ADDRESS _____

PHONE _____

FAX _____

EMAIL _____

WEBSITE _____

TYPE OF BUSINESS _____

ASSOCIATES _____

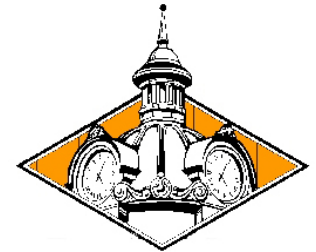
HOLLISTER DOWNTOWN ASSOCIATION

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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—\$550
Members will be highlighted in our Marketing brochure with their business logo.
- Retail—\$210
- Hospitality—\$210
- Professional Consultant - \$210
- Service—\$185
- Property Owner—\$100
- Friends & Family—\$70
- Non Profit 501(c)3 organizations—\$70
- Associate—\$70
Associate membership is offered to employees at businesses that are active members in good standing with the Hollister Downtown



Join the Club!

In addition to Membership, you may also wish to join the Downtown Club.

For only \$10, you will receive unlimited discounts from participating member businesses. More information is available at www.downtownhollister.org

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		
Street Pole Banner	X				
Free Workshops	X				