



APPLICATION FOR MEMBERSHIP OR SPONSORSHIP – 2013-2014
(memberships run from July 1 through June 30)

Name: _____

Business: _____

Best person to contact at your business with questions or for information if it's not you: _____

Address: _____

Phone: _____ Email _____

Website _____

Please link me to the MHRA web site _____

I do not have a web site but would like you to develop a web page with link _____

***There are member and nonmember fees for this service.*

Preferred (but not guaranteed) months for your ad to run in the News & Views and on the web. You will be notified of which month you have and when your ad copy is due. ***Additional News & Views ads and web ads (simultaneous) are available at member and nonmember rates.*

1. _____ 2. _____ 3. _____

Please select below the topics that most interest you for morning coffee workshops. If you don't see something you want, please write it in!

- | | | |
|--------------------------|----------------------------------|--------------------------|
| _____ internet marketing | _____ Human resources info | _____ ADA compliance |
| _____ store layout | _____ window design | _____ internet security |
| _____ marketing | _____ advertising | _____ legal issues |
| _____ accounting issues | _____ tax issues | _____ business plans |
| _____ niche marketing | _____ cross marketing | _____ insurance |
| _____ customer service | _____ secret shopper evaluations | _____ pricing strategies |
| _____ _____ | _____ _____ | _____ _____ |

I am willing to host a morning coffee at my business. _____

I am willing to supply coffee and snacks for the morning coffee. _____

Enclosed is my \$75 (business rate) or \$50 (nonprofit rate) membership check.

Please return to: MHRA, 300 Chestnut Street, Mifflinburg, PA 17844.

Benefits of Membership

1. Monthly trainings/workshops and networking session
2. Free ad in News & Views and on our website for one month each year
3. Discounted rates for additional ads
 - \$75 for members
 - \$125 for non-members
4. Ability to have inserts placed in the News & Views at a member's rate
 - \$35 for members (plus you make your own copies)
 - \$60 for non-members
5. Assistance with grand openings, ribbon cuttings, special events
6. Press releases done at no cost to you
 - \$25 for non-members
7. Assistance with business plans, plan updates, loan/grant applications, administration, management and compliance, one on one mentoring, access to outside resources for assistance, visual merchandising reviews, etc.
 - No charge to members
 - Non-members: 2 hours free and then \$30 per hour or a flat rate based on the project
8. Priority for participating in MHRA sponsored events
9. Reduced vendor fees at all MHRA functions or events (price varies by event)
10. Cooperative advertising opportunities
11. Member business spotlight focus on website, drawn randomly, each month
12. Listing on website with links to your web page
13. Development of single web page to link to our page
 - \$75 for members
 - \$125 for nonmembers
14. Marketing and advertising assistance
 - Free to members
 - Non-members: 2 hours free than \$30 per hour as above under number 7