

## 2019 Why Join Gibsonville Merchants Association?

### What do you get for your yearly dues?

#### Advertising:

1. **Group Advertising** –group ads at reduced rates for GMA members.
2. **Rack Cards**- your business name and phone number in a full color GMA rack card. Cards are available at all GMA member shops.
3. **Website**- we provide business information for the Town web page.
4. **Facebook**- your Facebook information on the GMA Facebook page (liked, shared, reposted).
5. **Directional Signage** – GMA has roadside signage that you can rent space at reduced rates. Also GMA banners are installed at venues in town.

#### Activities to Promote Downtown:

1. **Fall Festival**- Town of Gibsonville organizes this community event. You can rent a vendor spot in front of your store. (5000 visitors).
2. **Lighting of the Greens**- Town of Gibsonville organizes this event and GMA coordinates with the merchants for the open house. You get reduced rates for advertising (2000 visitors).
3. **Christmas Parade**- we support the town's Christmas Parade (over 3000 visitors) and coordinate the merchants shop local small business activities.
4. **Networking**- we promote each other and are customers of each other, by placing the rack cards in strategic locations for visitors.
5. **Buy Local Sales**- we coordinate with Town's 1<sup>st</sup> Saturday Market and Free Concerts in the summer to encourage people to shop Gibsonville.

#### Other Benefits:

1. **Town Government**- We are members of many of the city's various committees that directly impact our downtown businesses. (façade grants, economic development, planning, etc)
2. **Education**- We provide access to free training regarding customer service, window display, and how to profit from special events.
3. **Signage**- by displaying your GMA membership and events signs at your business you are supporting our local business community.
4. **Merchants Association Meetings**- we hold monthly meetings to discuss ideas, projects, and get information from government officials. Meetings are held alternatively at 8AM and 6:30 PM to allow more members to attend.

Mar 1 2019