

WBC

West Broadway Business
and Area Coalition



WBC MEMBERSHIP PACKAGE BENEFITS

JANUARY 2024 – DECEMBER 2024



WWW.WESTBROADWAY.ORG

WBC Membership Package Benefits

Essentials Package: \$250

- Apply for Grants
 - Annual Membership Gift
 - Bi-Annual Member Breakfast
 - Full Color Logo & Black and White
 - 1 Free ticket to WBC Annual Meeting
 - Discounted Printing at MinuteMan Press
 - Discounted Advertising with North News
 - Free Table to Market at WBC Annual Meeting or 1 Community Event (*excludes Open Streets*)
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Emerging Package: \$400

- Apply for Grants
- Annual Membership Gift
- Bi-Annual Member Breakfast
- Name and Logo on the Website
- 2 Free tickets to WBC Annual Meeting
- Basic Marketing Package - (*\$1k value*)
- Full Color Logo & Black and White
 - Assets
 - Business card
 - Stationary
 - Brand Guidelines
- Discounted Printing at MinuteMan Press
- Discounted Advertising with North News
- Free Table to Market at WBC Annual Meeting or 1 Community Event (*excludes Open Streets*)

WBC Membership Package Benefits

Competitive Package: \$750



- Apply for Grants
- Annual Membership Gift
- Bi-Annual Member Breakfast
- Name and Logo on the Website
- 3 Free tickets to WBC Annual Meeting
- Advanced Marketing Package - \$2k
 - Full Color Logo & Black and White
 - Primary
 - Secondary
 - Icon
 - Assets
 - Business card
 - Stationary
 - Brand Guidelines
 - Social Media Graphic Template
 - Marketing Advertising
 - One Fully Formed Print or Web Ad
- Data Consultation - (\$3k value)
- Discounted Printing at MinuteMan Press
- Discounted Advertising with North News
- Free Table to Market at WBC Annual Meeting or 1 Community Event (excludes Open Streets)



WBC Membership Package Benefits

Advanced Business Package: \$1500

- Apply for Grants
- Annual Membership Gift
- Bi-Annual Member Breakfast
- 4 Free tickets to WBC Annual Meeting
- Name and Logo on WBC Website Directory
- Free Table to Market at WBC Annual Meeting or 1 Community Event (*excludes Open Streets*)
- Advanced Marketing Package - (\$2k value)
- Full Color Logo & Black and White
 - Primary
 - Secondary
 - Icon
 - Assets
 - Business card
 - Stationary
 - Brand Guidelines
 - Social Media Graphic Templates
- Marketing Advertising-(\$1k value)
- Data Consultation - (\$3k value)
- In-Kind Sponsorship Opportunities
- Discounted Printing at MinuteMan Press
- Discounted Advertising with North News
- Quarterly Web Advertisement as Listed Supporter
- Team Building & Volunteer Opportunities for Staff
- 1 Sponsor Table to Event of Choice (Open streets, Black Business Week, Black Friday on West Broadway, Annual Meeting)



WBC Membership Package Benefits

Elite Business Package: \$3000

- Apply for Grants
- WBC Leadership Role
- Annual Membership Gift
- Bi-Annual Member Breakfast
- Free Table at WBC Annual Meeting
- In-Kind Sponsorship Opportunities
- Discounted Printing at MinuteMan Press
- Discounted Advertising with North News
- Name and Logo on WBC Website Directory
- Free table to market at three annual member or community events (excludes Open Streets)
- Team Building/Volunteer opportunities for staff
- Marketing Advertising- (\$10k value)
 - Anchor Sponsor for One Largely Attended Tabling Event
 - Monthly Web Advertisement as Listed Supporter
 - Sponsor Table at 1 Sponsor Table to Event of Choice (Open streets, Black Business Week, Black Friday on West Broadway, Annual Meeting)



WBC Membership & Renewal Application

Please complete this form and return to West Broadway Business & Area Coalition with your enclosed membership dues. Membership dues can be paid on a quarterly or annual basis, whichever works best for you. Dues are based on the size of your business or organization and suggested amounts are listed below. They are suggested, your membership matters more to us than the amount, you know your capacity. We've added opportunities for Family Memberships and Affiliate/Regional Memberships as well for partners beyond North Minneapolis.

Business/Organization _____ Date _____

Contact Name(s) _____

Address(es) _____

Telephone _____

Email(s) _____ Website(s) _____

Referring Member (for new members, if applicable) _____

Membership Category (from table below) _____

Annual Business Revenue based on last fiscal year: \$ _____

Your Annual Payment \$ _____ (payment plans and online options, let us know)

MEMBERSHIP DUES STRUCTURE

Membership Category	Amount
Essentials Package	\$ 250.00
Emerging Package	\$ 400.00
Competitive Package	\$ 750.00
Advanced Business Package	\$ 1500.00
Elite Business Package	\$ 3000.00

Northside Area: Within a North Minneapolis zip code: 55401, 55405, 55411, 55412, and 55430

Contact us at (612)353-5178 with any questions or for an invoice. Make your check payable to **West Broadway Business and Area Coalition**, 1501 West Broadway Avenue #2B, Minneapolis, MN 55411. Please complete and return this application with your check. If you would like to pay by credit card email invoice@westbroadway.org for an online invoice.

