



Jan. 1, 2018

Dear WABA members,

It's been a year since we launched our new Visit Warrens website and switched to our cafeteria-style membership levels. Overall the new membership levels – where you choose how much marketing support you want from WABA – has worked well. So much so that we've added a Platinum Level for 2018. You'll find information on the new Platinum Level, along with the other levels, on the back.

So what level is right for you?

Well, if I were Zingler Sign & Design, I would likely join at the Silver Level rate of \$30 per year. That would include a listing on the Visit Warrens website under the Banners & Signs heading, a link to Greg's website and his Facebook page, plus 12 Facebook posts per year on the Visit Warrens Facebook page.

For organizations that are fairly active – like the Warrens Lions Club – a Gold Level membership at \$60 per year might be appropriate. That would include a listing under the Area Organizations heading, a link to the club's website and Facebook page, plus 24 Facebook posts per year.

Three Bears Resort might want to be a Platinum Level member at \$90 per year. That includes one listing on the Visit Warrens website, a link to their website and Facebook page, and 36 Facebook posts per year. Assuming they choose Lodging/Camping as their primary listing, they may also want a listing under Food/Restaurants for the CranBrew Eatery, a listing under Special Event Venues for the convention center and perhaps a listing under Recreation/Activities for the water park. With the three additional listings at \$15 each, their total fee would be \$135.

With my own business – Erickson Productions – I'm not seeking any new clients at this time, so I don't require a website listing. I would join at the Bronze Level of \$15/year to receive the monthly WABA News e-newsletter.

NOTE: If you own more than one business, a separate membership is required for each business you wish to have listed on the Visit Warrens website. For example, The Berry Vine and The Warrens Mall are separate business entities, and each convenience store has their own WABA membership.

See the membership application form for additional information.

If you have questions, please feel free to e-mail me at wabanews@yahoo.com or call my home phone at (608) 378-3014.

Lorry Erickson, WABA website coordinator

2018 WABA Membership Levels

The Warrens Area Business Association has four membership levels: Platinum Level – \$90/year, Gold Level – \$60/year, Silver Level – \$30/year and Bronze – \$15/year. Plus, additional website listings are available. Review the four levels and choose the one that best fits your marketing objectives:

PLATINUM LEVEL

\$90/YEAR

- One listing on Visit Warrens website (1,000 character limit) with a link to your website and/or Facebook page. *Listing(s) under additional website headings available for \$15 each.*
- A maximum of 36 Facebook posts about your business or organization per year (average of three per month) on Visit Warrens Facebook page. *Members with no Facebook page or an inactive FB page are responsible for supplying information for posts to the website coordinator.*
- Monthly WABA e-Newsletter. *E-mail address required for distribution.*
- One vote per membership at quarterly WABA meetings

GOLD LEVEL

\$60/YEAR

- One listing on Visit Warrens website (1,000 character limit) with a link to your website and/or Facebook page. *Listing(s) under additional website headings available for \$15 each.*
- A maximum of 24 Facebook posts about your business or organization per year (average of two per month) on Visit Warrens Facebook page. *Members with no Facebook page or an inactive FB page are responsible for supplying information for posts to the website coordinator.*
- Monthly WABA e-Newsletter. *E-mail address required for distribution.*
- One vote per membership at quarterly WABA meetings

SILVER LEVEL

\$30/YEAR

- One listing on Visit Warrens website (1,000 character limit) with link to your website and/or Facebook page. *Listing(s) under additional website headings available for \$15 each.*
- A maximum of 12 Facebook posts about your business or organization per year (average of one per month) on Visit Warrens Facebook page. *Members with no Facebook page or an inactive FB page are responsible for supplying information for posts to the website coordinator.*
- Monthly WABA e-Newsletter. *E-mail address required for distribution.*
- One vote per membership at quarterly WABA meetings

BRONZE LEVEL (formerly Individual Member)

\$15/YEAR

- Monthly WABA e-Newsletter. *E-mail address required for distribution.* One vote per membership at quarterly WABA meetings

PLATINUM, GOLD and SILVER LEVEL MEMBERS also are recognized once a year as either the Featured WABA Member of the Week or the Featured Organization of the Month.