



Dear Prospective Member:

Uptown Partners is proud to announce its launch as a new business and community led organization that will strive to help promote, market, and improve businesses and organizations in Uptown Normal. Involvement from Uptown Normal stakeholders will be vital to the achievement of our goal. As a member, your participation will allow us to improve and expand our efforts to better Uptown and enhance our already dynamic marketplace.

Please take a moment to review our membership benefits and see how you can play a more active role in all the exciting happenings in Uptown. Your contributions will go toward developing the following programs, events and initiatives:

- Maintain Uptown Partners website and social media presence
- Offer high value cooperative advertising opportunities for member businesses to reduce their marketing cost while increasing their marketing range
- Provide positive public relations with citizens, media and government
- Promote Uptown Normal as a great place to shop, dine, play, live and work through special events, promotional, and seasonal decorations
- Ongoing communication with business owners to keep them aware of issues and opportunities as they relate to the business district
- Advocate for Uptown Normal businesses on issues that impact the success of the overall district and its members
- Strong collaboration with the Town of Normal, Illinois State University and Bloomington-Normal Convention and Visitors Bureau
- Create and implement a comprehensive marketing plan for Uptown Normal
- Continue to organize and promote existing events such as the, Trailside Farmer's Market, Sugar Creek Arts Festival, Sweet Corn Blues Festival, Treat Feast, Holiday Open House and 12 Days of Christmas
- Work in cooperation with outside partners to advocate for businesses in the organization and promotion of events hosted in Uptown, such as the ISU Homecoming & St. Patrick's Day parade

We look forward to your membership, support and potential leadership in working toward our common goal of promoting and marketing the growth of Uptown Normal and its stakeholders. Please join us as we endeavor to show an ever widening audience in our community, region, and afar what we have to offer in Uptown Normal, and why we're truly Changing the Definition!

Sincerely,

*Uptown Partners*

## Membership Benefits:

### All members of Uptown Partners will automatically receive:

- Weekly eNewsletter
- Twitter and Facebook reposts of members sponsored events and promotions
- Invitation to quarterly membership meetings, networking events, etc.
- Participation in Uptown Partners' committees

### BUSINESS LEVELS

#### **Gold Level Member** - \$1,000/yr (open to businesses within our district)

- A photo of your business or logo featured on organization's website, along with a direct link to your business
- Featured business advertisement and article written by UP staff on website
- 15% discounts on cooperative advertising on marketing programs
- First offer on all marketing opportunities
- Press release service for all business promotions
- Free booth space in front of your business at Corn Fest
- \$25 parking validation coupons, for customer or employee use

#### **Silver Level Member** - \$500/yr (open to businesses within our district)

- A photo of your business or logo featured on website, along with a direct link to your business
- Featured business article on website written by intern
- 10% discounts on cooperative advertising on marketing programs
- First offer on all marketing opportunities
- Press release service for all business promotions
- Free booth space in front of your business at Corn Fest

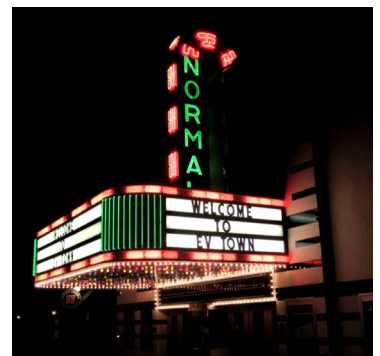
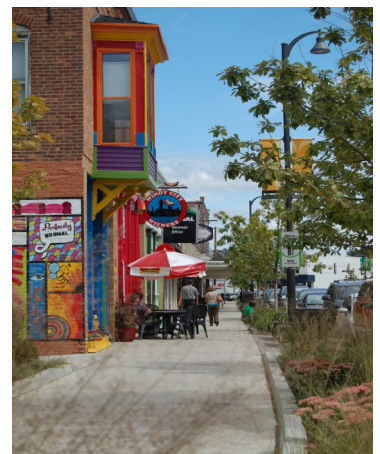
#### **Premier Member** - \$300/yr (open to businesses within our district)

- A photo of your business or logo featured on website, along with a direct link to your business
- Featured business article on website written by business owner
- 5% discounts on cooperative advertising on marketing programs
- First offer on all marketing opportunities
- Press release service for all business promotions
- Free booth space in front of your business at Corn Fest

#### **General Member** - \$150/yr (open to businesses within our district)

- Direct link to your business from the website directory pages

#### **Friend of Uptown Partners** - \$100/yr (residential, non-Uptown Normal business)



**CORPORATE LEVELS**

**Cornerstone Member** - \$10,000/yr (open to anyone)

- Company logo included on website and marketing pieces (except street banners)
- Gold level status for your business on the website including logo, image and contact information
- Name mentioned at all sponsored events

**Pillar Member** - \$5,000/yr (open to anyone)

- Company logo included on website and marketing pieces (excluding street banners)
- Gold level status for your business on the website including logo, image and contact information

**Foundation Member** - \$2,500/yr (open to anyone)

- Company logo included on the homepage of the website
- Gold level for your business on the website including logo, image and contact information

*\*Volunteer efforts may be considered as membership*



Business/Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Description of Business/Organization  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Join Today!**

Uptown Partners will strive to maintain the highest levels of service to its members. We are committed to incorporating member and public input into our decision making while achieving our mission of promoting and developing the Uptown.

For more information or to become a member, contact Joe Tulley at (309) 454-9557 or [jtulley@normal.org](mailto:jtulley@normal.org)

**Membership Level**

- Cornerstone
- Pillar
- Foundation
- Gold
- Silver
- Premier
- General
- Friend