

Build Your Business!

Join **williston** **waba** today area business association

Looking for a way to improve your business-to-business connections at the local level? The Williston Area Business Association (WABA) can help. WABA's mission is to unite the greater Williston business community in order to increase success for all. Join WABA today and get access to special networking events, seminars and information available exclusively to WABA members.

GENERAL MEMBERSHIP

Benefits Include:

- Increased public perception of community support and civic-mindedness
- Opportunity to connect directly with WABA members at **two networking events** per year
- Opportunity to learn valuable skills for your business at **two informational seminars** per year
- Business directory listing on WABA website (www.willistonaba.com) – featuring logo, general business description, contact information and link to your company's website
- Online opportunities to network with WABA members and the general public via the WABA website
- Increased exposure for your business through participation on WABA LinkedIn & Facebook pages
- Announcement of membership in the first issue of the Williston Observer's monthly business section, "The Hub," published after joining
- **One black & white display ad** in the Williston Observer (size determined by membership level – ad value ranges from \$141 to \$273!) to be used within the first 6 months of joining
- Ability to share your company's events on the WABA website
- FREE job postings on the WABA website (specific terms apply)
- Direct savings through member discounts offered exclusively to WABA members (voluntary savings offered by members per their discretion – not required for membership)



General Membership Rates

(annual payment):

1-3 employees	\$195 per year
4-50 employees.....	\$295 per year
51+ employees	\$395 per year

Nonprofits

1-25 employees	\$195 per year
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"Employees" defined: includes owner(s), part-time and full-time employees

WABA will receive continuous, consistent exposure and promotion through a weekly ad in *The Williston Observer*, Williston's award-winning weekly newspaper.

williston
waba
area business association
www.willistonaba.com

Williston Publishing & Promotions, LLC

WILLISTON OBSERVER • WILLISTON AREA BUSINESS ASSOCIATION (WABA) • BURLINGTON AREA NEWSPAPER GROUP (BANG) • VERMONT MATURITY MAGAZINE
NEWCOMERS GUIDE • CENTRAL VERMONT 50+ EXPO • VERMONT 50-PLUS & BABY BOOMERS EXPO • NEW ENGLAND 50+ EXPO • MONTREAL TRAVEL SHOW

COMMUNITY SPONSOR

General membership benefits PLUS:

- **Category exclusivity** – you would be the only sponsor in your industry at the Community Sponsorship level
- Logo link on the WABA website home page, acknowledging your company as a Community Sponsor
- **Enhanced business directory listing** on the WABA website – includes logo, priority placement, expanded description, photo and video gallery
- Promotional visibility at WABA events (4 each year)
 Your logo on WABA promotional ads in the Williston Observer’s monthly business section, “The Hub”
- **One full page color ad** in the Williston Observer to be used within 6 months of joining (\$1,200 value!)

Sponsorship Value: \$7,500
Your Investment: \$1,895

INTRODUCTORY OFFER!



COMMUNITY PARTNER

General membership benefits PLUS:

- **Category exclusivity** – you would be the only sponsor in your industry at the Community Partnership level
- Logo link on the WABA website home page, acknowledging your company as a Community Partner
- **Enhanced business directory listing** on the WABA website – includes logo, priority placement, expanded description, photo and video gallery
- Promotional visibility at WABA events (4 each year), including informational table and signage, with the opportunity to be a host site
- Your logo on WABA promotional ads in the Williston Observer’s monthly business section, “The Hub” – logo size would be larger than Community Sponsor logos
- **Exclusive email alerts** notifying you of new business announcements – only Community Partners will receive these alerts and get the news first!
- **Three full page color ads** in the Williston Observer to be used within your membership year (\$3,600 value!)
- **One pre-print insert** for publication in the Williston Observer (Community Partner is responsible for the design/printing of inserts). The Observer is mailed to every home and business in Williston & St. George with additional rack distribution at high-traffic locations in South Burlington, Essex Jct., Richmond, Hinesburg, Williston and St. George (Circulation = 7,000)

Partnership Value: \$12,000
Your Investment: \$3,495

INTRODUCTORY OFFER!



Interested? Call 872-9000 to discuss the possibilities!
www.willistonaba.com