

BDC Membership Tier 4: Leader



Make connections with other leaders and business owners and take advantage of educational, marketing and promotional programs. Increase your community involvement to enhance your brand by aligning with signature events.

Access to Experts

- Don't navigate alone! Staff is here for a **personalized one-on-one consultation (2 hours)** to discuss City issues and marketing strategies.

Marketing and Promotion

PUBLIC RELATIONS

- Are you a new business and need exposure? We have you covered with our **Enhanced Ribbon Cutting/Grand Opening** service with coverage in *Berwyn Magazine*, YouTube video, social media postings and full press release written and released to media with blog post on WhyBerwyn.com. **New!**

WEB AND SOCIAL MEDIA

- All eyes on your business description, logo, online and social media links with an **Enhanced, Premium Position listing** on the WhyBerwyn.com and Berwyn.net business directories.
- At 6,500+ Facebook followers, you'll be sure to get noticed with a **boosted Social Media Spotlight** on the WhyBerwyn Facebook page. **New!**
- Target the Berwyn consumer! Receive a **complimentary online Hot Deal** on Berwyn.net and WhyBerwyn.com.
- Are you looking to hire? Post open positions on the community Job Board on Berwyn.net. **New!**

PRINT

- Cost effective with the best local circulation, take the opportunity to advertise in the award-winning *Berwyn Magazine* at a discounted member rate with **Preferred Position**.

DIRECT MARKETING

- Receive **two FREE sets of printed mailing labels** of all Berwyn businesses (750+ contacts) to help promote your business.

BRANDING

- All eyes on your company logo with **preferred position** in *Berwyn Magazine* (inside cover spread) and *Community Resource Guide* (Sustaining Members section), link on featured members page on Berwyn.net.

Discounts and Savings

- Customize your association and select where to use your **10% sponsorship credit** on BDC events. (up to Silver Level)
- Receive discounts on vendor booths and take **Preferred position** at BDC special events to market to local consumers.

(PLUS all advantages of the Founder, Builder and Partner Level)

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**Annual Investment of \$575 or
Monthly payment of \$49.61
Valued at: \$3,240**