

BDC Membership Tier 3: Partner



While you're working in your business, the BDC works for you by providing additional visibility. Leverage our resources and access connections to help you achieve your business goals.

Marketing and Promotion

PUBLIC RELATIONS

- New business in town and need exposure? We have you covered with our **Standard Grand Opening**. The BDC coordinates logistics, designs and mails invitations to members and civic officials. A photo and brief caption are published in *Berwyn Magazine* and released to the local media.
- Let us distribute your press releases and media alerts to the local media.
- Play host and show-off your spot! Have the opportunity to swarm members at a Berwyn After Hours, seminar or other networking event. (subject to guidelines)

WEB AND SOCIAL MEDIA

- At 6,500+ Facebook followers, you'll be sure to get noticed with a **Social Media Spotlight**. **New!**
- Have an upcoming event? Share it with area residents! You'll have the opportunity to post event details at WhyBerwyn.com (up to 3/month). **New!**
- Are you looking to hire? Post open positions on the community Job Board on Berwyn.net. **New!**
- All eyes on your business description, logo, online, and social media links with an **Enhanced Listing** on the WhyBerwyn.com and Berwyn.net business directories.

DIRECT MARKETING

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

Access to Experts

- Schedule a **one-on-one consultation (1 hour) with BDC staff** to discuss City issues and marketing strategies. **New!**

Relationship Building

- Reach out to members with our private BDC Facebook Member page – a member-only group and great vehicle to share resources, ideas and announcements. **New!**

Advocacy

- Collaborate on common business challenges through special interest and industry cluster groups. **New!**

Discounts and Savings

- Receive **discounts as a participating venue and on vendor booths** at BDC special events so you can market in-person to local consumers.

(PLUS all advantages of the Founder and Builder Level)

**Annual Investment of \$350 or
Monthly payment of \$30.00
Valued at: \$2,540**