

# JOIN AND ENJOY

**Free admission** to Midtown Mixers and events

**Advertising benefits** for your business that include print and web media, social networking and promotional marketing.

**Get noticed** through our bi-weekly Midtown Newsletter that highlights everything you need to know about business in Midtown. Local events and functions are also highlighted in this publication.

**Get support** for your business. MBA offers many resources for the small business owner, including: workshops, cooperative marketing campaigns, local advocacy and resource support. **MBA is here to serve you.**

## HOW TO JOIN



### ONLINE

Online is the quickest! Visit us at [www.mbasac.com](http://www.mbasac.com) and join or renew your membership right away!



### BY MAIL

Mail the Membership Application found in this brochure to MBA at 1722 J Street, Suite 19 Sacramento, CA 95811



### VISIT US

Visit us at our office location, see address. We are open Monday through Friday, 9 AM to 5 PM.

### PBID MEMBERSHIP

If you are a property owner who pays into the Midtown Business Association's Property Business Improvement District (PBID), you qualify for a complimentary MBA membership. Contact MBA today to verify status and get your free membership today!

### VOTING MEMBERSHIP

If you are a business or property owner within the Midtown boundaries, B-W Street and 15th – Alhambra Blvd., your membership includes MBA voting status and board eligibility. Contact our offices at 916.442.1500 for more information on these benefits.

## SELECT BENEFITS FOR MEMBERS

### LIBERTY MUTUAL

Liberty Mutual's got our members covered. MBA members **receive a preferred discount** on Home and Auto rates. Receive your MBA member quote today, 916.681.3300 ext.59809

### SACRAMENTO PHILHARMONIC

Soak in the sounds of the Sacramento Philharmonic at a **20% discount**. MBA members receive this special rate on all seating for concerts. Subject to availability. Call 916.808.5181 for tickets. Offer code: MBA

### UNIVERSITY OF SAN FRANCISCO, SACRAMENTO CAMPUS

The University of San Francisco is "Educating Minds and Hearts to change the World," right here in Sacramento. MBA members **receive a fee waiver** for all undergraduate and graduate program applications. For more information, 916.920.0157

### WESTERN HEALTH ADVANTAGE

MBA has partnered with Western Health Advantage to offer members quality healthcare benefits at a **savings of 5% or 10%** off WHA's standard rates. Receive your MBA member quote today, 916.993.2711



THE SACRAMENTO BEE  
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;-) KlickNation cyberélectronik  
digital media consultants



## MIDTOWN BUSINESS ASSOCIATION

1722 J STREET, SUITE 19  
SACRAMENTO, CA 95811  
P: 916.442.1500 | F: 916.422.1535

[MBASAC.COM](http://MBASAC.COM)

# MIDTOWN BUSINESS ASSOCIATION

## MEMBERSHIP



# MIDTOWN BUSINESS ASSOCIATION

MBA began in 1983 as a volunteer group of Midtown businesses and public officials committed to enlivening and enriching the community. The board and committee positions are voluntary and MBA is where it is today because the MBA's founders' dedication and commitment.

## WHILE OUR TEAM OF STAFF IS SMALL, OUR VISION IS BIG.

It is with the help and support of Midtown merchants, civic leaders and our members that we effectively lead programs and present a strong voice for the Midtown community. MBA's programs include Public Service and Advocacy, Marketing, Membership, Events, Homeless Outreach, Graffiti Removal, Litter Removal, Public Lighting, Transportation, and Public Safety.

### MIDTOWN PROGRAMS & EVENTS

- » Midtown Guide Program
- » Homeless Outreach
- » Midtown Streetscape Improvement
- » Midtown Quarterly Mixers
- » Midtown District Retail Promotions
- » Midtown Trick-or-Treat
- » "12 Days of Midtown" Holiday Events

# MEMBERSHIP THAT FITS YOU

## ASSOCIATE \$75

For the individual professional seeking opportunities to advertise, network and be involved in all that Midtown has to offer.

## NONPROFIT \$100

For the nonprofit seeking ways to get involved and reach out to Midtown businesses and the community. MBA assists nonprofit members with event support, volunteerism and building partner relationships within Midtown.

## BUSINESS \$150

For the business seeking to maximize their exposure in Midtown, MBA offers its business members free advertising, event promotion and support, along with resource services that include property and streetscape improvements.

## BUSINESS ELITE \$300

Promote and advertise your Midtown establishments all under one primary membership. The Business Elite membership provides flexibility and perks to extend your membership advertising benefits to other endeavors.

## PBID FREE

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# BECOME AN MBA SPONSOR

Maximize exposure of your business and support Midtown Sacramento. Sponsorship provides a unique opportunity to build relationships, create awareness of your company and support local community programs.

## BRONZE \$50

Website Advertising Placement  
Logo Placement on MBA Marketing Collateral  
Three Midtown Newsletter Inclusions  
Half Sponsor Table at Midtown Mixers

## SILVER \$1,000

Website Advertising Placement  
Logo Placement on MBA Marketing Collateral  
Five Midtown Newsletter Inclusions  
Sponsor Table at Midtown Mixers

## GOLD \$2,500

Preferred Website Advertising Placement  
Logo Placement on Midtown and MBA Marketing Collateral  
Seven Midtown Newsletter Inclusions  
Half Sponsor Table at Midtown Mixers and Annual Gala

## PLATINUM \$5,000

Preferred Website Advertising Placement  
Logo Placement on Marketing Collateral Nonprofit  
Ten Midtown Newsletter Inclusions  
Sponsor Table at Mixers and Annual Gala

### MBA MEMBER BENEFITS

- » Free Admission to Midtown Mixers
- » Free Business Listing on [exploremidtown.org](http://exploremidtown.org)
- » Free Business Listing on Midtown iPhone app
- » Discounts on Midtown Print and Web Advertising
- » Inclusion in Midtown Promotional Events
- » Special Offers and Discounts from MBA Partners

# MBA MEMBERSHIP APPLICATION

## TYPE OF MEMBERSHIP

New  Renewal

## MEMBER INFORMATION

Business Name: \_\_\_\_\_

Member's Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

## GET INVOLVED

- Yes, I would like to receive the MBA e-newsletter.
- I would like to volunteer for MBA events and committees.
- Please include me in MBA print and web midtown directories.

## MEMBERSHIP LEVEL

- Associate ..... \*\$75
- Nonprofit ..... \$100
- Business ..... \$150
- Business Elite... \$300
- PBID Member... \$FREE

\*Nonvoting

## SPONSORSHIP LEVEL

- Bronze Level ..... \$500
- Silver Level ..... \$1,000
- Gold Level..... \$2,500
- Platinum Level... \$2,500

## PAYMENT

Enclosed is a check for \$ \_\_\_\_\_

I would like to join/renew by credit card

Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Signature: \_\_\_\_\_

1722 J STREET, SUITE 19, SACRAMENTO, CA 95811

You can also join/renew online at  
**MBASAC.COM**