

# Great Value... ...Happens Here

We try to provide the most valuable return on your membership investment. Whether it's façade grant opportunities or events that bring people through your doors, we strive to give you the best bang for your buck.

Included with the Premier Membership is a 12-month advertisement + a 2–3-minute video commercial valued at \$1000, which makes the \$600 fee a great deal.

## Regular Benefits

### \*\$100 Annual Membership

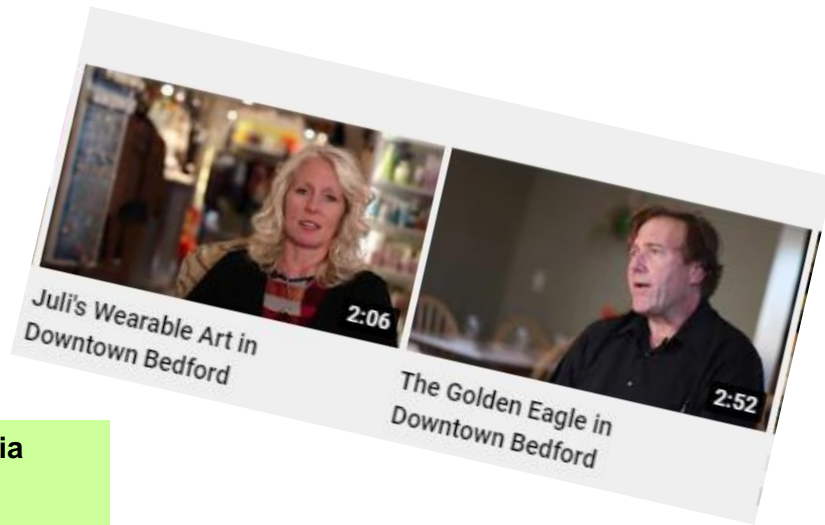
- Inclusion in Bedford Bucks used in several promotional contests
- Free booth space at select DBI events
- Feet on the Street initiative which helps to drive traffic into stores
- Façade grant priority
- Business Resources
- Sharing of Facebook posts upon request\*\*\*
- Referrals for DBI members

## Premier Benefits

### \$600 Premier Membership

#### all regular member benefits PLUS

- 12-month commercial ad on website
- 2-3-minute video ad, including production and placement



### Measured reach of 2021 DBI website and social media

#### Website statistics for 2021

18,750 Sessions  
15,399 Unique Users  
37,619 Page Views

#### Top Cities:

1. Pittsburgh
2. Bedford/Altoona/Johnstown
3. Greensburg

#### Top States:

1. Pennsylvania
2. Maryland
3. New York

#### Facebook Post Examples:

Business post shared (non-boosted)

- Post was shared 9 times
- Post reached 5.9K people

#### DBI Event Post Example (Christmas Family Fun: 12/4/21)

- Event was shared 112 times (non-boosted)
- Event reached 45,399 people

we are  
**HERE**

for our business members





DOWNTOWN BEDFORD INCORPORATED

# we are HERE

for our business members

### Premier Membership Payment Information

Payment amount: \$600

Payment type (circle one): Check    Cash    Credit Card

CC # \_\_\_\_\_

Exp: \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV \_\_\_\_ Zip Code \_\_\_\_\_

*\*\* Credit Cards will be charged a 4% processing fee*

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

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

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

### Billing & Additional Contact Information

(DBI Office use only)

Mailing/Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_

Cell phone: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_

## Benefits... ...Happen Here

- Co-op ad rates with participating media groups including newspaper, TV and radio
- Window-cling to display membership
- Façade grant program when available
- Guidance with rental spaces, design and networking with many important business contacts
- Free listing on DBI's website
- Posting of your business' events and promotions on DBI's Facebook page
- Benefit of DBI's general advertising outside of Bedford County to bring visitors to the downtown
- DBI spends over \$15,000 each year to assure the tourism
- Discounted rate for advertising in our Bedford brochure – the highest requested handout of visitors
- Pride in knowing you are helping DBI make a difference in revitalizing downtown Bedford as a community, retail and service center
- Businesses may send marketing material wanting to be shared to DBI's email
- Two complementary tickets to one of DBI's signature events

*Voted One of PA's Top 10 Main Streets!*

## Bedford... ...It All Happens Here

Contact us: (814) 623-0048  
www.downtownbedford.com  
P.O. Box 286  
124 S Juliana Street, Bedford, PA 15522

# Getting to Know You...

Please complete the information requested.

## Business/Organization Information

Company/Organization Name: \_\_\_\_\_

Primary Contact & Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Do you have Facebook: Yes No

Do you have Instagram: Yes No

Link to Facebook: \_\_\_\_\_ Link to Instagram: \_\_\_\_\_

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

### Business Classification: (Select one)

- Beverages & Bites • Stay & Play • Retail Therapy • Arts & Museums • Salons & Spas
- Health & Medical • Community Organizations (Church, Non-Profit, Local)
- At Your Service (Insurance, Banking, Financial, Legal, Real Estate, Senior, Specialty, Automotive)

### \*New Member Bonus\*

Two Complementary Tickets for one of DBI's Signature Events (Select two choices)

- Chili & Soup Cookoff • Chocolate Walk • Spring Wine & Spirits Walk • Girls Night Out
- Ghost Tours • Fall Wine & Spirits Walk • Snowflake Social

**YES!** Please send me information  
about participating in these DBI events and committees:

### DBI Events (Circle all those of interest)

- Farmers Market • Rock the Block • Art Walk • Chocolate Walk
- Chili/Soup Cookoff • Wine & Spirits Walk • Snowflake Social • Girls Night Out
- Easter Family Fun • Christmas Family Fun • Fireworks • Ghost Tours
- Bed Races, Car Show, & Wing Off

### DBI Committees (circle all those of interest):

- Promotions  
*Special Events*  
*Marketing*  
*Retail Promotions*
- Organizational  
*Fundraising*  
*Volunteer Development*  
*Partnerships*
- Economic Vitality/Design  
*Wayfinding & Signage*  
*Business Recruitment*  
*Business Retention*

Your support and participation helps to make  
Downtown Bedford a destination. Thank you  
for helping to improve the quality of life for  
residents and visitors.

