

## Member Benefits for 2022:

### MONTHLY BUSINESS CARD EXCHANGES AND BREAKFAST MEETINGS

Business Card Exchanges are a great place to network and make new connections and friends within the organization. Member Breakfasts allow members to gather and hear updates from the NBA as well as learn from local leaders who will present on a variety of timely topics. Members can also gain additional exposure by hosting or sponsoring a meeting. Sponsors will not only be promoted along with the event they will also be eligible to speak at their specific Card Exchange or Breakfast.

### MONTHLY EMERGING LEADERS GET TOGETHERS

Join our young professional NBA members at get togethers with sponsor speakers and at regularly scheduled workshops. Come ready to network! Come learn about the NBA Emerging Leaders; network with colleagues and make new connections.

### NBA PARTNER PROGRAM 2022

The NBA Annual Partner program is designed to provide maximum business exposure for your advertising dollar. As an NBA Partner, you will show your commitment to the Newtown community, position yourself as a high-level partner in the NBA. We are limiting the number of Partner spaces to 24 this year.

Please note: 12/1/21 is the suggested renewal date for all 2021 partners.

[CLICK HERE](#) for complete details and to purchase, membership fee included.

**EVENT SPONSORSHIPS** - Members benefit from our popular annual community events such as Welcome Day, Antique & Classic Car Show, Expo, and Newtown Holiday Parade by becoming an event sponsor for great marketing exposure.

### NEW MODERN AND MOBILE WEBSITE

The NBA proudly launched its renovated website at the end of 2021! Our faster, more modern, mobile-friendly site is a powerful promotional tool for your business. Our site provides exciting business & community content that attracts thousands of visitors including podcasts & videos available to the public and allows you an opportunity to share your knowledge. The improved blog will allow members to share exciting news, achievements, launches and more to make the community aware. NewtownBA.org currently has over 150,000+ monthly impressions and a 10% click rate and growing.

The new website will also include:

- New and improved user experience focused on mobile users.
- Better search engine optimization which will result in more site traffic.
- Focus on community vs. members to appeal more to real customers in and outside the region to use our member businesses.
- Design techniques to better spotlight businesses and lead to users being on the site longer.

### ONLINE DIRECTORY

NBA's online directory will highlight you and your business for all site traffic to see. This online directory, searchable by category, includes links to members' websites, social media, contact information, member to member discounts, videos ... and more! Logos, images and even a video can be added to your membership profile page for a customized entry.

### TOOLS AND RESOURCES FOR MEMBERS

- Submit info to our "Member's News" Blog
- Download member contact information for targeted snail & email mailings
- Purchase event sponsorships
- Register for events
- Sign up to volunteer for committees and events
- Upload logo & coupons
- Find Member to Member discounts
- List or review job openings
- Purchase low cost Co-op ads

## **SOCIAL MEDIA PRESENCE**

Benefit from traffic to our ever-growing social media presence with Facebook, Instagram, Twitter, YouTube, LinkedIn & more. Submit your information to be posted & shared. Watch live video with content featuring NBA businesses and members on our Facebook page. 4,000+ followers continue to use our Facebook page to stay up to date with our community & member businesses. Easy access links to all NBA social media can be found at [NewtownBA.org](http://NewtownBA.org). Member businesses may submit posts to be 're-shared' by our social media team once a month and Partners, twice a month!

**CHECK OUR CALENDAR FOR MEETING AND EVENT DETAILS**