

# Stowe Area Association Retail Member Benefits

Retail members are voting members of Stowe Area Association (able to vote on changes to Bylaws and other Stowe Area Association member votes)

## Marketing Benefits

- One (1) expanded listing on GoStowe.com
- One (1) ad in each seasonal Stowe Travel Planner
- Inclusion in Go Stowe owned channels (including blog and social media) at the discretion of the marketing team
- Ability to list specials and promotions in monthly consumer e-newsletter (20K+ subscribers)
- Information Center: referrals, brochure distribution, and event displays (20K+ visitors annually)
- Retail display case in Visitor Information Center (rotating)
- Stowe Gift Certificate program
- Access to SAA occupancy reports

## Business Development Benefits

- Monthly membership mixers
- Monthly membership meetings
- Annual membership meeting and dinner
- Bi-weekly Member E-Newsletter
- Access to Member Facebook group
- Member mailing labels
- Educational seminars

## Cost Saving & Program Benefits

- Group fuel pricing for you and your employees through Bourne's Energy
- Group rates on Dental and Vision Insurance
- Exclusive deals at other member businesses through the Stowe Perks program
- Rebate program with US Foods
- In partnership with SMR and the Town of Stowe, SAA brings the Mountain Road Shuttle to Stowe which provides seasonal service between Thanksgiving and late March

## Pay-to-Play Benefits\*

- Upgrade to a larger ad space or premiere placement in the seasonal Stowe Travel Planners
- Additional listings on GoStowe.com
- Option to be listed under Weddings and Conferences on GoStowe.com
- Co-op advertising programs (opportunities vary)
- Stowe Photo Library Access
- Consumer shows and events (brochure distribution)

*\*Extra costs associated with all these programs*