

Buy Locally Owned Association Application for Membership



Business Name	
Address	
City	Postal Code
Telephone	Fax
E-mail	Website:
Owner	Contact

We the undersigned hereby apply for membership in the Buy Locally Owned Association and agree that.

- a) Applications for membership will be accepted solely at the discretion of the Board of Directors of the Association having regard for the established criteria of ownership and location.
- b) All materials furnished by the Association remain the property of the Association and shall be returned immediately upon the request of the Board of Directors.
- c) Once accepted we will pay all association levies promptly and in the manner and amount agreed (12 postdated cheques to accompany the application). Failure to pay the monthly levy shall result in immediate loss of membership and we agree to stop using any of the associations marks or materials and to return all materials to the association.

<p>Contact Information: Frank Hendry: T. 613.966.5974 F. 613.966.7933 e. frank@belleville.kwikkopy.ca</p>

<p>Send cheques (payable to BLOG) to: Buy Locally Owned Group Post Office Box 23141 Belleville ON K8P 5J3</p>
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Signature

Please print your name

Date

Membership Approved By the Board on _____ Date	
Signature	Signature
Signature	Signature

What We're All About



What is “Buy Locally Owned”?

Buy Locally Owned is a positive and proactive program designed to promote locally owned businesses in the Belleville area. When consumers are shopping or buying services in the Belleville area, we want them to stop and think — is this a locally owned business? If so, we want them to realize that, by choosing to support a locally owned business, everybody wins.

Why Buy Locally Owned?

As local business owners we know why it's important for people to buy locally. Often consumers either don't consider these important issues or they don't know what they are. The Buy Locally Owned group is committed to educating consumers on issues such as: the extent to which locally owned businesses support the local community; the fact that when you buy locally owned their money stays in the community; the quality of service and depth of product/service knowledge offered at local shops and services is something that is not offered at most national chains. We sponsor many local teams, charities & events in the community.

Who can become a member of Buy Locally Owned?

If you own a business that is located in Belleville, and (as the owner) you live in the greater Quinte area, you can become a member of Buy Locally Owned. The Buy Locally Owned Board of Directors reserves the right to approve membership on an individual basis.

What is required of member businesses?

Two things. First, each member must pay a fee of \$100 per month to the program, and must commit (either with payment in advance, or with postdated cheques) to a minimum of twelve months. Second, we ask each member business to support other locally owned businesses as part of their own shopping habits.

As a member, what's in it for me?

Member businesses of Belleville's Buy Locally Owned group receive the following benefits:

- Buy Locally Owned has contracted the services of locally owned advertising and marketing agency they Integrated Inc. to design our logo, radio ads, print ads, point of sale material, etc. The BLOG advertising committee executes a positive and efficient multimedia campaign.
- As a member, you receive a “point-of-sale kit” for your business. This kit includes window decals, camera ready artwork, and stickers that you can place on your receipts, invoices, bags and/or boxes — all identifying you as a locally owned business. (Digital Artwork is available)
- Each member will have their company name and Logo promoted on the BLOG website (www.buylocallyowned.net) with a brief description of the products or services they provide.
- Periodically, the Buy Locally Owned group will be running advertisements on local radio stations (800 CJBQ, Mix 97, Rock 107, Classic Hits 95.5 and Cool 100.1) and/or print ads in local news papers promoting the idea of shopping at locally owned businesses in Belleville. In each of these ads, a rotating selection of member businesses will be promoted by name. Although your business will not be specifically promoted in each ad, your business will benefit from the momentum that will be created in consumers mind's to Buy Locally Owned.
- Periodically, we put together a tabloid which promotes the benefits of buying locally owned, a members directory and an opportunity for some cooperative advertising.