



**PETALUMA
DOWNTOWN
ASSOCIATION**

MEMBERSHIP BENEFITS & LEVELS:

	Basic	Premium	Associate	NonProfit	Property Owner	Friend
ANNUAL COST	\$125	\$195	\$125	\$75	\$195	Donation

RESOURCES *(Submit content for all blasts 2 weeks in advance)*

Subscription to PDA Newsletter / E-Mailing Lists	✓	✓	✓	✓	✓	✓
Provide approved content for monthly PDA Newsletter	✓	✓	✓	✓		
Submissions to PDA Event Calendar	✓	✓	✓	✓	✓	
E-blasts to PDA subscribers (must be approved)	4/quarter	8/quarter	2/quarter	2/quarter	\$50/Blast	
PDA support for merchant events & PR		✓				
Business Directory Listing on PDA website	✓	✓	✓	✓	✓	
Elevate your visibility with event sponsorship opportunities	✓	✓	✓	✓	✓	
Serve on PDA's working committees	✓	✓	✓	✓	✓	
Representation at City Council thru PDA's collective strength	✓	✓	✓	✓	✓	
PDA Member decal for your window	✓	✓	✓	✓	✓	
Contribute to downtown thru Block Captain Program & Meetings	✓	✓	✓	✓	✓	

SAVE MONEY

Discounted booths at PDA sponsored events		✓				
Use of PDA's bulk mailing permit		✓				
Inclusion in Merchant events (Sidewalk, Harvest, Trick or Treat, Holiday)	✓	✓				
Reduced rates for advertising in co-op campaigns	✓	✓	✓	✓		
Access to PDA social media (Facebook, Twitter, Pinterest)	✓	✓	✓	✓	✓	
Discounted fees for PDA/PVP website advertising	✓	✓	✓	✓	✓	
Marketing PR / Social Media tool kit	✓	✓	✓	✓	✓	
Tax deductible contribution	✓	✓	✓	✓	✓	✓