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MEMBERSHIP GUIDE 2021



IOWA CITY AREA
**Business
Partnership**

OUR VOICE. YOUR BUSINESS.

You've joined one of the area's leading business organizations - now what? Think about your goals for becoming a member of the Business Partnership. Why did you join? The reasons you joined will give you some insight into how to make the most of your membership. Learn about the programming and initiatives we facilitate, as well as the opportunities to get involved.

STEP 1 CONNECT WITH US!

@icareabusinesspartnership



Engage with us on SOCIAL MEDIA

Follow us on our social platforms; Facebook, Instagram, Twitter and LinkedIn. This is one of the easiest ways to keep up on the latest news and programs we share daily.



Tag us!

Have an event or product launch you'd like us to share? Give us a shout or tag us. Frequency of social posts may be limited per member and are subject to availability.



STEP 2 GET INVOLVED

We have numerous opportunities for you to get involved and share your voice within the business community:

- Peer2Peer Networks
- Referral Exchange Group
- Community Leadership Program
- Smart Series - Be our Expert
- BCLA - Business Council for Legislative Affairs

OR

- Become an Ambassador
- Attend Connections Events
- Sponsor an Event or Initiative
- Host an Event

STEP 3 ENGAGE WITH US

Reach out to us via phone or email (info@iowacityarea.com) and let us know if you have a specific need or issue you'd like us to address. Attend a webinar, write a blog post, and engage with other businesses.

- Subscribe to our Newsletters
- Register for our Webinars and Educational Events
- Write a Blog post
- Support a Small Business

HOW CAN WE BEST SERVE YOU?

We received numerous responses to this question in our quarterly survey - some of the highlights are below:

31%

Continued communication; emails, updates, webinars

14%

Advocate to state/federal leaders, updates, call-to-action

12%

Networking; peer groups, connection opportunities



MARKETING & PROMOTION

As a member, your business will gain visibility and increased exposure in the Johnson County community. We provide both online and offline promotional outlets to maximize your presence.

- **New Member Profile** - we highlight your business on our website, e-newsletter and social media channels.
- **Member Spotlight Videos** - purchase a 2 minute promotional video at a reduced price and use it to promote your business and tell your story
- **Referral & Business Recommendations** - our staff and Ambassadors continuously refer members to others
- **Sponsorship Opportunities** - exclusive advertising opportunities to sponsor Business Partnership initiatives and events
- **Grand Openings & Ribbon Cuttings** - gain visibility with a successful launch event and free publicity
- **Ad Space** - various options are available to purchase ad space in our e-newsletter, website and email signature block
- **Online Membership Directory** - over 2 million views/year
- **Exclusive Business Partnership Logo** - window decal and Business Partnership logo for use on your website
- **Member Mailing Lists** - electronic or printed labels are available for purchase

