



# MEMBER BENEFITS

Partner window decal

The Iowa City Area Business Partnership supports our member businesses throughout Johnson County who want to improve their own success and the success of the community in which they live. We serve these members by partnering with them directly and by facilitating partnerships amongst our members. The strength of the Business Partnership lies in our members. We can accomplish more as a collective group.

## WHY JOIN?

We are a partnership of businesses committed to making Johnson County the best place to live, work and learn. We **connect** members with the resources they need to grow, **advocate** for important issues, and **engage** the local business community to positively impact our community as a whole.

Join the partnership and grow your business, amplify your voice, and strengthen our community. We can do it all - together.

## REASONS MEMBERS JOIN



## PARTNER PERKS!

Our PERKS program offers members discounts on items such as office products, continuing education and more!



If you are seeking exposure, creative ways to reach new customers and promote your business, or to position your company as a leader in our community, we have numerous opportunities to partner with you!

## **MARKETING & PROMOTION**

By joining the Iowa City Area Business Partnership, 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 Video** - purchase a 2 minute professional video at a member-only price to promote your business and tell your story

**Online Membership Directory** - over 2 million clicks/year

**Referral & Business Recommendations** - our staff and Ambassadors continuously refer members to others

**Member Mailing Lists** - electronic or printed labels are available for purchase

**Sponsorship Opportunities** - exclusive advertising opportunities to sponsor Business Partnership initiatives and events

**Exclusive Business Partnership Logo** - window decal and Business Partnership logo for use on your website

**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



### **Engage with us on SOCIAL MEDIA**

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

## **NETWORKING & CONNECTIONS**

We typically host 150+ events each year. Our network of over 700 businesses allows us to effectively connect you with the resources you need.

**Community Leadership Program** - access to apply for this premier educational program

**Educational Seminars** - attend our monthly Smart Series and other initiatives that focus on a variety of business topics

**Peer2Peer Groups** - connect with your peers to discuss best practices, ideas and inspiration

**Eligibility to serve on Business Partnership committees** - such as Business Council on Legislative Affairs and Ambassadors

**Referral Exchange Groups** - our exclusive professional networking group and a member favorite

**Members-Only Discounts** - for events and more!

Our community is incredibly fortunate to have the Iowa City Area Business Partnership. They have helped our team feel informed and supported during this unprecedented time.

Thank you!



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PLANNING

In Partnership with

