



SIDNEY BIA ASSOCIATE MEMBERSHIP

Associate memberships are open for professional individuals, businesses, or organizations that are not located within the physical boundaries of the Sidney BIA (downtown Sidney) and would like to be part of the thriving and supportive business community.

Established in 2013, the Sidney BIA's mission is to increase footsteps, potential customers, clients and event attendees within the Sidney BIA'S district through the development, implementation and evaluation of marketing, promotion and other communication and collaborative efforts.

Through marketing initiatives, business engagement programs, and community events, the Sidney BIA contributes to the establishment of a strong and vibrant downtown district. Members benefit directly from sales leads and marketing opportunities and indirectly prosper from increased economic growth, which is crucial to a thriving local economy and high quality of life.

ASSOCIATE MEMBERSHIP BENEFITS INCLUDE:

- Listing on ExploreSidney.ca (100,000+ sessions in 2022)
- Inclusion and engagement on Explore Sidney's digital and social channels (20,000+ followers)
- Listing in Sidney Guide - print and online versions (25,000 printed annually)
- Brochure placement in Sidney Information Centre (over 30,000 annual visitors)
- Representation through Visitor Services Team and Ask A Local Kiosk
- Sidney by the Sea Conference Delegate Program
- Opportunity to participate in annual community events
- Access to eNewsletter updates + promotions
- Special rates or free attendance at mixers and membership workshops, and events
- Access to networking opportunities to extend your business relationships
- Access to Sidney's Online and Printed Community Events Calendar
- Access to BIABC Employee Health Benefits Program through Pacific Blue Cross

**Annual Associate
Membership Fee: \$350**

**Ready to join? Complete the membership application at
ExploreSidney.ca/associatemembership**

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