



MEMBERSHIP BENEFITS AND ELIGIBILITY

All Members of CANAL NY are entitled to the following benefits of membership

- Committee membership
- Eligible to run for board election
- Professional/educational development programs
- Included as one voice on advocacy issues
- Networking opportunities with officials, other members
- Host board meetings
- Attend meetings
- Literature exchange at **CANAL NY** annual meeting
- Member discounts/offers
- Member roster list
- Email announcements/digital newsletter subscription
- Member forum blogs on website

General, Municipalities, Partners, Sustaining and Tourism Promotion Agency Levels receive additional business and marketing benefits with basic membership

- Member news release posted on web site
- Member event sponsorship posted on web site
- Social media links & postings
- Business profile page, website link and logo
- Searchable Member Directory listing
- Welcome new member news item on home page
- Logo banner display at board meetings, public events, presentations

General, Municipalities, Partners, Sustaining and Tourism Promotion Agency Levels can elect to participate in optional marketing programs

- Member Spotlight section on website (\$50 annual)
- Newsletter article 200 words (\$25 per article)
- Unique album in photo gallery, maximum 12 images (\$50)
- Co-op advertising projects (quote)
- Foldable pocket map brochure advertising (quote)
- Literature distribution at minimum of 10 local events (\$100 annual or \$15 single event)
- Web site sponsor (\$5,000)
- Boat event marketing sponsorship (\$10,000)
- Rack card brochure sponsorship (quote)
- Tent/trailer event marketing sponsor (\$10,000)
- Category exclusive sponsor (\$25,000)
- Event sponsorship (quote)
- Travel writers media event (quote)
- Domestic travel trade show (quote)
- International travel trade show (quote)

Membership Application

Complete and mail to CANAL NY or visit www.canalny.com and submit on line

MEMBERSHIP LEVELS

- | | |
|--|----------------------------|
| <input type="checkbox"/> General: Any business or nonprofit organization which markets a product, service or event. General members can select optional marketing programs to fit individual needs. | \$50.00 |
| <input type="checkbox"/> Municipality: Any city, village, town, county or tax levying public entity. | \$100.00 |
| <input type="checkbox"/> Partner: Any membership organization serving and promoting businesses and local commerce. Cash or reciprocal marketing arrangement. | \$250.00 |
| <input type="checkbox"/> Sustaining: Any member of CANAL NY committing to multiyear financial support and /or sponsorship. | \$1000.00 –
\$25,000.00 |
| <input type="checkbox"/> Tourism Agency: Any Tourism Promotion Agency, Convention or Visitor Bureau. Annual investment varies with tourism co-op marketing program options. | \$500.00 |
| <input type="checkbox"/> Associate: Any individual with personal or professional interest in New York State Canals. (Educator / Student special rate, \$10) | \$20.00 |

Business/Organization

Contact Name

Email

Address

City

State

Zip

Telephone

Fax

Website

Short description of the business or organization.

Membership Level \$ _____

Marketing Program Selection
(from other side) \$ _____

Total Annual
Investment \$ _____

Check Enclosed Invoice Me

Make checks payable to: CANAL NEW YORK

Please mail to:

CANAL NEW YORK
312 West Commercial St.
East Rochester, NY 14445



Membership investment is tax deductible as a legitimate business expense, not a charitable contribution.