

Application For Membership

Market your business regionally...



The Johnny Appleseed Trail Association, Inc., a non-profit organization, is composed of local supporting members, corporate sponsors and volunteers. Its mission is to educate the traveling public, tourists and residents of North Central Massachusetts about the many historical, cultural, recreational and hospitality- related sites located within this scenic New England region. Business owners throughout Central Massachusetts who are interested in joining the J.A. Trail Association can choose from a variety of membership levels based on their needs. Members are marketed regionally through the J.A. Visitor Center.

The following information in the box will be PUBLISHED in the GUIDE TO THE JOHNNY APPLESEED COUNTRY and WEBSITE www.appleseed.org.

Name of business: _____

Name of primary contact: _____ Title: _____

Address: _____ City: _____ Zip: _____

Business phone: () _____ Fax: () _____

Company email: _____

Web address: _____

Business Classification: _____ Product or service: _____
(as you would be listed in the Yellow Pages)

Signature: _____ Date: _____

Yes! I would like to be a supporting member of the J.A. Trail Association in the following category: Turn sheet over to view all membership levels.

☐ Corporate \$1,500 ☐ York \$650 ☐ Golden Delicious \$360 ☐ Rome Beauty \$240

Payment:

☐ Check ☐ MC ☐ Visa ☐ AMEX

Card # _____ Expiration Date _____

Signature _____ Printed name on card _____

... Over

Member Sponsor Levels



Cortland Corporate Sponsor

Tax Deductable Donation: \$1,500

- Premier, large (8.5'x11) rack space in Visitor Center(or two 4" x8.5" rack spaces)
- 1st choice of brochure placement/location at Visitor Center
- Icon link on www.appleseed.org
- Additional website features available
- 40% discount on basic advertising rates in the JA Trail Guide
- First right to refusal for backlit signage
- Customized Screen (Background/Logo/Images) on 24-hour

York Imperial Sponsor

Tax Deductable Donation: \$650

- Large (8.5'x11) rack space in Visitor Center(or two 4" x8.5" rack spaces)
- Name link on www.appleseed.org
- 30% discount on basic advertising rates in the JA Trail Guide
- Customized Screen (Logo/Images) on 24-hour Touch Screen information Kiosk

Additional Marketing Opportunities:

- Product Sales
- Member products, local products, and gift items available at the Center
- Back-lit signage \$1,000 per year
- 18"x24" Flag Pole Banner: \$300 a year and it's located directly in front of the Visitor's Center (We will design it for you for free!)

Golden Delicious Sponsor

Tax- Deductable Donation \$360

- 4"x 8.5" rack space in Visitor Center
- Name link on www.appleseed.org
- 20% discount of basic advertising rates in the JA Trail Guide
- Basic screen on 24-hour Touch Screen Information Kiosk

Rome Beauty Sponsor

Tax Deductable Donation: \$240

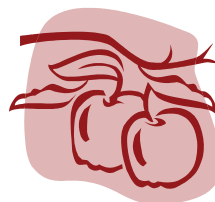
- Name link on www.appleseed.org
- 10% discount on basic advertising rates in the JA Trail Guide
- Basic Screen on 24-hour Touch Screen information Kiosk

Option for Rome Beauty Sponsors Only:

- 6 months only of 4"x 8.5" rack space
Additional Cost: \$120

Opportunities for all Sponsors:

- JA Trail member decals/signs
- Opportunity to be a host site for regional group tours
- Business listing and description on JA Trail Website and in the JA Trail cooperative advertising
- Option to submit articles for the JA Trail Guide
- Additional Website Features



Johnny Appleseed Trail Association
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