



How Does the *Friends of Banning Museum* Business Membership Program Work?

How does my business become a participant?

- Participation is FREE to all businesses.
- Simply fill out the attached Registration Form with an incentive, value added offer or discount to encourage consumers to patronize your business on a regular basis.

How does *Friends of Banning Museum* market the participating businesses?

- Promotion in every *Friends of Banning Museum* newsletter which is mailed to over 5500 subscribers.
- Business listing on The Banning Museum web site with a link to your business.
- Acknowledgement in various *Friends of Banning Museum* mailings throughout the year.

How will *Friends of Banning Museum* members receive their benefits?

- Our members receive a *Friends of Banning Museum* membership card which they must show upon request to your business in order to receive any benefits. Be sure to inform sales associates and those in contact with your customers/clients about the program. Once you get the customer to visit your business, it's up to you and your staff to build a relationship and keep them returning!

Your offer will be ongoing unless you notify *Friends of Banning Museum* of a change.