



Wilson Business Alliance CELEBRATING 3 YEAR ANNIVERSARY With 3 Great Advertising Services

A In-Store Video Display Advertising

Propel your business into the spotlight with this innovative marketing tool.

- Updatable Banner Ads
- TV Quality Video Ads
- Video Network Events
- Local News, Weather and Information
- Placement in high-traffic locations.
- **Exposure to over 3000 people a day.**



B WBA Business-To-Business

The Wilson Business Alliance provides marketing resources, Internet tools, and opportunities to network with other businesses. Wilson business owners can interact, share ideas, and promote their goods and services. Our staff can create or enhance business marketing plans. We offer exposure events and promotions for your business. We give a voice to businesses, large or small.

Every WBA member receives a banner ad on our business website, promoting your business and encouraging referrals among WBA members, and on our consumer website.

WBA Consumer Discount Cards

When you post a special discount on the Wilson Business Alliance website, you will receive 40 reusable discount cards to sell in your business. The cards direct consumers to the WBA member businesses who provide discounts, and are renewed annually. These cards may be sold for up to \$12 each, allowing our members to advertise with the WBA FREE!

**Increase traffic to your business.
Promote Sales and Special Events.
Increase profits.**

Every Member Receives:

- In-Store Video Network Ad**
- Business Website Ad, Profile & Links**
- Consumer Website Ad, Profile & Links**
- Business & Consumer Events**
- Consumer Discount Card Program**

ALL FOR \$1/DAY.

Patrick Joyner, Executive Director
Michael McHarg, Director
Terri Joyner, Membership Coordinator

252.243.1768

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Wilson Business Alliance Mission Statement

To encourage business development in the Wilson community by providing marketing strategies, networking opportunities, and Internet tools.



WBA MEMBERSHIP AGREEMENT

THIS AGREEMENT is made this _____ day of _____, 20____, by and between "Wilson Business Alliance" and _____ ("Member"), covering the period of _____ through _____.

Wilson Business Alliance provides Member all benefits described below. The Member will join in a cooperative effort with other members to support the Wilson Business Alliance group and provide marketing for our members under the following terms and conditions:

Section A: Members must follow all guidelines established by the *Wilson Business Alliance* and the application host service providers in terms of proper behavior and etiquette. *Wilson Business Alliance* reserves the right to cancel any membership at any time. If a member is terminated (he/she) may not be refunded membership dues. Each member will pay an annual fee of **\$365** per year dues. Membership contracts are automatically renewed annually. Refunds are not available to anyone requesting early termination of this agreement.

Price \$365 annually for WBA membership. \$700 One-Time Payment to Host WBA Video Network (See HOST AGREEMENT for benefits)

Section B: Video Network Agreement: WHEREAS, WBA provides MEMBER all benefits described in section B; and WHEREAS, the MEMBER intends to join together in a cooperative effort with other members to advertise on the WBA Video Network in Wilson, NC, for ONE YEAR from the inception date agreed upon below.

Section C: Member terms and conditions. Subscribers must follow any and all guidelines established by the WBA in terms of proper behavior, etiquette and expectations for the network. Video production fees will be charged for making, editing and posting videos. Every effort will be made to give videos the maximum time available for viewing. A rotation schedule will be negotiated with WBA at the time of production and posting. *WBA* reserves the right to cancel any member at any time due to violating the purposes established for the network.

Section D: Video Network Plan. WBA will provide ads on the video units (computer, monitor, software and installation) in Wilson for all WBA members. Installation will begin with 10 units per 50 paid memberships. "Highest traffic locations" criteria will be set by WBA. Service / Replacement / Repairs of physical units & network content will be determined by WBA in cooperation with the members. The agreement includes but is not limited to: Content / Banner Ads/ Appropriate Calendars / Local News and Information provided by the Wilson Times / Network Design / Events *(Additional Fees Apply) / Service, Maintenance & Replacement of all Video Units. *WBA maintains ownership of all physical property involved in the network (First 10 units only), including stands, brackets, hardware, and software.

Section E: All Members Must: Provide persons to be responsible for the content provided WBA for the network. The WBA and the Wilson Times are not responsible for any items missing or damaged in implementing this network. Exceptions must be negotiated with WBA.

Section F: Discount Cards: Each WBA member will receive 40 WBA Discount Cards upon posting a MEMBER SPECIAL on the WBA designated website. These cards may be sold to anyone for a Maximum \$12 (January) and Minimum \$1 (December) annually. These cards are intended to be a consumer enticement and benefit for WBA members. The proceeds of these cards will be kept by WBA members to offset the cost of WBA membership, and expire annually.

WBA Video Network HOST AGREEMENT

Internet Host / Source (DSL, CABLE) _____ I.T. Email _____
WEP KEY _____ Internal Wireless (Wifi?) _____
SSID or PASSWORD _____ SPARE PORT ON SWITCH? Y ___ N ___

THIS AGREEMENT is made this _____ day of _____, 20____, by and between Hometown Video Marketing, Wilson Business Alliance, and _____ for the following purpose: HOST LOCATION: WBA Video Network- Wilson NC.

WHEREAS, WBA provides HOST all benefits described in section C; and WHEREAS, the HOST intends to join together in a cooperative effort with hosts and subscribers to advertise on the HVM Video Network in Wilson, NC.

Section A: Host terms and conditions. HOST Locations must follow any and all guidelines established by the WBA in terms of proper behavior, etiquette and expectations for the network. Equipment must be kept in clean and working order. WBA will assist with maintenance for hardware and software in accordance with the manufacturers' expectations. The HOST must care for all equipment in his/her establishment. The location of all hardware will be determined in cooperation with WBA and the HOST, and it must be kept in the negotiated location, be operational during business hours of the HOST establishment, and used only for the network. For the benefit of all parties, if customers are present, the network will be visible and operational. A rotation schedule of content will be negotiated with the WBA at the time of production and posting. If equipment is damaged, stolen, or vandalized, the WBA will provide assistance to the HOST so as to reestablish the network in a timely manner, but replacement of the equipment is the responsibility of the HOST. Violation may result in removal of equipment and cancellation of any subscription agreements.

WBA reserves the right to cancel any HOST at any time due to violating the purposes established for the network. Proper behavior guidelines may be adjusted at any time to facilitate issues that may occur unforeseen at the time of this agreement. If a HOST is terminated (he/she) may not be refunded Membership fees. Any change in ownership of the HOST establishment must be communicated with the WBA

Section B: All Hosts Must: Provide persons to be responsible for the content provided WBA for the network, and maintain the network connection at all times.

Section C: Host Benefits: WBA Video Network Hosts will receive : 1 Year Complimentary membership in the Wilson Business Alliance (\$365 Value) Other benefits negotiated with WBA.

Name of Business _____ Name of Business Rep _____
Title _____ Date _____
Phone # _____ URL _____
Username _____ Password _____
Address _____ Email _____
SPECIAL POSTED _____ DISCOUNT CARDS _____



I _____ authorize the Wilson Business Alliance to make automated phone calls to the following number(s) in order to keep me informed about WBA events and information: Phone 1 # _____ Phone 2# _____
I agree to the attached agreement and agree to join the Wilson Business Alliance.

Signed: _____

Make checks payable to : Wilson Business Alliance, 2701 Wooten Blvd. Wilson, NC 27893 252-243-1768 / 243-7819 FAX