



GWABA's 2015 Membership Registration Form

Welcome to the Greater Williamson Area Business Association! Membership is open to Madison's businesses and organizations located between E. Washington Avenue and Lake Monona, and between King Street and the Yahara River.

ALL LEVELS OF MEMBERSHIP offer opportunities to reach more customers, advocate for your business interests, network with other businesses and build community through:

- > Inclusion in GWABA's new online Directory at VisitWillyStreet.com
- > Opportunities to share news and events on [GWABA's Facebook page](#)
- > Involvement in GWABA events such as *Taste of Willy Street* and *Central Park Sessions*
- > Participation in monthly meetings, committees and an annual luncheon
- > Creation of new events, programs and more!

THE PREMIER MEMBERSHIP PACKAGE invites you to further enhance your online presence to improve your visibility and your search engine optimization (SEO) through:

- > Sharing 12 events per year on the VisitWillyStreet.com Events page
- > Share a business photo in the header slideshow on all VisitWillyStreet.com webpages which displays your business name and links to your website

Be sure to checkout GWABA's new state-of-the-art Business Directory featuring a Google-driven interactive map, generously designed by ZEBRADO, at VisitWillyStreet.com.

For your convenience, membership dues can be paid online by credit or debit at:
www.squareup.com/market/greater-williamson-area-business-association-gwaba

Members who purchased the expanded promotional package last year will be honored with the Premier Membership Package this year at no additional cost – thanks for your support!

Questions? Please email gwabavicepresident@gmail.com



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To join, please complete
both pages of this form
and send it, along with
payment to:

GWABA
P.O. Box 3157
Madison, WI
53704

_____ LEVEL 1: \$50/yr (businesses with 1 to 5 employees)

_____ LEVEL 2: \$100/yr (businesses with 6 to 25 employees)

_____ LEVEL 3: \$200/yr (businesses with 26 to 200 employees)

_____ Premier Membership Package (add an additional \$50)

_____ Total Amount _____ Pay by Check _____ Pay Online

Business Name: _____

Contact Person: _____

Street Address: _____

Business Phone (for customers): _____

Email (for GWABA): _____

Web Address: _____

Do you have a Google+ Profile? _____ Yes _____ No

Type of business/organization (check all that apply):

_____ Bar/Club

_____ Property/Real Estate

_____ Coffee Shop/Bakery/Cafe

_____ Community Services

_____ Grocery/Pharmacy

_____ Financial/Utility Services

_____ Restaurant

_____ Health/Beauty Services

_____ Retail/Specialty Store

_____ Professional Services

_____ Wholesale Supplier

Other: _____



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Areas of interest to you:

- ☐ **Parking/Transportation Issues**
- ☐ **New Event Planning (e.g. Willy Street Winter Festival)**
- ☐ **Willy Street Area Gift Card Program (e.g. Downtown Madison Gift Card Program)**
- ☐ **Main Street Green Certified Ecopreneur Program:** Implementing green best practices to improve your bottom line and the health of our community.

I would like to participate in/learn more about these GWABA Events:

- ☐ **Mayoral Candidate Forum (February)**
- ☐ **Taste of Willy Street (Spring)**
- ☐ **Central Park Sessions (Summer)**
- ☐ **Annual Membership Luncheon (Fall)**

Your feedback is important! Please provide comments/suggestions here:

*"Coming together is a beginning; keeping together is progress;
working together is success." ~ Henry Ford*