

Benefits of Business Membership



COLORS
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Welcome to COLORS, **C**olumbia **L**ocally **O**wned **R**etail & **S**ervices. COLORS was founded in November, 2004 to promote the interests and needs of locally-owned retailers and service providers in Boone County. We are a coalition of local independent businesses, community organizations and community members whose objective is to assist in the success of member businesses and to increase consumer awareness of the importance of shopping locally. COLORS is an affiliate of AMIBA, **A**merican **I**ndependent **B**usiness **A**lliance (www.amiba.net), an umbrella organization of independent business alliances across the U.S. and Canada. AMIBA offers guidance as we grow our own local alliance.

Benefits of Business Membership

1. Opportunities to network with fellow business members to create helpful solutions that address the unique concerns that we face as independents.
2. Collective advertising power to promote COLORS, our agenda as well as member businesses. See "COLORS and KOPN" and "COLORS and The Missourian".
3. Inclusion in the Community Buying Guide. The Buying Guide is our primary educational tool that is distributed at member businesses, in mass mailings via KOPN radio and public events (Earth Day, festivals, etc). The Guide provides a listing of your business, address, phone, your website and a description of your business. The Guide helps provide consumers with options for shopping locally.
4. Inclusion in the COLORS website (www.colorsalliance.org). Your business and contact information will be included on the site, and if your business has a website you are welcome to link that to the site as well.
5. Promotional materials, including: a COLORS decal for the door or window of your business which helps citizens identify your business as locally-owned; a brochure holder full of Community Buying Guides, and COLORS tote bags, note pads, etc. as available.
6. Invitation to participate in a variety of COLORS-sponsored events (fund-raisers, social mixers, quarterly membership meetings, etc).
7. A COLORS Business Membership Card for discounts at participating member businesses as well as exclusive business-to-business deals.
8. Five complimentary Citizen Membership Cards (a \$75 value) for you to give to good customers, employees, family or friends.
9. Invitation to participate in COLORS Committees (see "COLORS Committees").

Buy local? You bet!