

# Memberships



COLORS  
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## Business Membership                      \$125 / Year

As a COLORS member you are part of a grassroots effort that informs consumers of the importance of shopping locally. You are also strengthening your competitive advantage by participating in collaborative marketing efforts. Memberships renew annually.

What is a locally owned independent business?

1. Private ownership
2. Owned in majority by residents of Boone County
3. Full decision-making function for the business lies with its owner(s)
4. No more than 6 outlets; bases of operation lie within Missouri

## Sponsor    \$125 / Year

Individuals who want to see their favorite shop or service provider become a COLORS member may sponsor their annual membership or contribute to a fund for their membership.

## Associate Memberships                      \$100 / Year

COLORS is reaching out to community-based non-profit groups to further strengthen our town by bringing together a variety of groups who care about the quality of life in Columbia. We are inviting groups who represent the best of Columbia, whether they are educational, environmental, athletic, or cultural, to join us as ASSOCIATE MEMBERS.

## Citizen Membership                              \$15 / Year

Citizen Members receive discounts at participating COLORS businesses and with every purchase fuel consumer loyalty to independent businesses. Citizen memberships are \$15 / year and may be purchased at Ninth St. Video and The Arsenic Leopard.

Citizen Member Discounts are a great way to increase business! Design a discount that uniquely serves your business: offer discounts during slow times, offer new products and services, etc. Your offer to Citizen Members may change at any time. Use it to serve your business needs. If your business would like to sell Citizen Memberships let someone on the Board know.

KOPN Community Radio also gives away more than 200 Citizen Memberships as Pledge Premiums during their membership drive. As of August, 2005, COLORS boasts more than 300 Citizen Members.

### Membership Incentive Plan

There is strength in numbers! Recruit a new COLORS Business or Associate Member and receive a \$25 credit toward your future membership (maximum of 2 new members). Copy a membership application, write your name in the referral space at the bottom and pass it along!