



Membership in the Downtown Northampton Association

Why join the Downtown Northampton Association (DNA)?

We share a collective goal of ensuring that Downtown Northampton continues to be a vibrant, thriving community for all to enjoy. The DNA is working to take care of downtown's past, present and future, through spectacular events, beautiful flowers and plantings and magical holiday lights, and through our efforts to ensure that all voices have a seat at the table when conversations occur that will impact the downtown neighborhood.

In joining the DNA, you demonstrate your commitment to a vibrant downtown, and you help us continue to make Downtown Northampton a wonderful place to call home. Your financial contribution supports:

- Event programming, including:
 - Sidewalk Sales
 - Summer Stroll
 - Holiday Stroll
 - Downtown Trick-or-Treat
 - Restaurant events
 - Arts Night Out (which includes the Ice Art Festival, Chalk Art Festival, En Plein Air and other monthly events)

- Beautification and maintenance efforts, including:
 - Springtime hanging flower baskets
 - Summer island planters
 - Holiday Lights

- Downtown advocacy, including:
 - Quarterly meetings between the downtown business community and the Mayor
 - Downtown representation on committees and task forces addressing important downtown issues

Practically, your membership affords you

- greater access to information that will keep your business and customers informed about what's happening Downtown;
- opportunities to protect and enhance your investment in downtown;
- the ability to contribute to shaping the future of downtown
- ways of establish or strengthen existing relationships with downtown businesses and community leaders
- a means for your company and employees to give back to the community;
- the opportunity to elevate your company's visibility through sponsorship of events
- the option of providing content to be included in e-newsletters to inform community of your special events.



2018 DNA
MEMBERSHIP OPPORTUNITIES

Business and Property Owner Membership

Dues are calculated based on the location of your business or your property, and are billed annually on the anniversary of your membership. You may pay your dues on an annual, semi-annual, quarterly or monthly payment schedule. Membership benefits are outlined on a separate sheet.

First Floor Downtown Northampton Businesses:	\$200
All Other Businesses:	\$100
Downtown Northampton Property Owners:	\$200
All Other Property Owners:	\$100

Community Supporter

Individuals: \$25

Family: \$50

- Opportunities to build relationships with DNA members and be an active voice in downtown
- Monthly newsletter on downtown news, events and issues
- Opportunities to serve on committees, task forces and to volunteer at DNA events

Nonprofit Members \$100

- Organization name placement on all DNA social media platforms
- Acknowledgement in Annual Report (distributed via email to 300+ individuals, as well as dissemination via mail and posting online)
- Opportunities to serve on committees and task forces, and to have a presence at DNA events, including Sidewalk Sales, Summer Stroll and Holiday Stroll (through volunteering, tabling or in other ways that make sense for your organization).



Downtown Northampton Association

Membership Form

Name _____

Business Name _____

Street Address _____

City, State, Zip _____

Mailing Address (if different from above) _____

Contact Phone _____

Email Address _____

MEMBERSHIP LEVELS

MINIMUM ANNUAL DUES

First Floor Downtown Business	\$200
All Other Business	\$100
Downtown Northampton Property Owners	\$200
All Other Property Owners	\$100
Friend of Downtown Northampton Membership	\$100 (non-profit) \$50 (family) \$25 (individual)

Dues are billed annually. You can arrange to pay your dues on a semi-annual, quarterly or monthly payment schedule.