

# STRIP DISTRICT

— NEIGHBORS —

*Pittsburgh, Pennsylvania*

EST 1999

IMAGINE WHAT  
WE CAN DO  
TOGETHER

Strip District Neighbors is a 501(c)(3) non-profit organization. All donations are tax deductible.

# STRIP DISTRICT

— NEIGHBORS —

## ADVOCATE

We represent all those whose lives touch the Strip District. Whether business owners, residents, visitors, employees, or other, we welcome everyone's interests and concerns.

## PARTNER

We convene local stakeholders to tackle issues facing the community and help address your individual needs.

## FACILITATOR

We offer connections to city government, tourism bureaus and business experts to bring resources to the Strip District and all who have a stake here.

## MEGAPHONE

We promote the Strip District through a robust network of print and digital materials, including our annual map (15,000 distribution), website (40,000 page views per month) and social media (30,000 followers).

## A NEW WAY OF CREATING VALUE FOR MEMBERS

At Strip District Neighbors, we recognize the particular needs and desires of our various members. As a service organization, we want to ensure that our members receive the best value for engaging with Strip District Neighbors throughout the year, from monthly trainings or speakers to quarterly events or neighborhood marketing campaigns. We are constantly looking for new and better ways of **creating value for you.**

Since 1999, Strip District Neighbors has been working alongside business owners, residents, developers and community stakeholders to make the Strip District a vibrant and strong neighborhood for all. Strip District Neighbors is now offering new and improved membership, with more promotional and supportive features to help your business market, grow and strengthen its presence in the Strip District and throughout the City of Pittsburgh and the region.

Strip District Neighbors seeks to create a membership package that suits your business needs and recognizes the value of in-kind donations and non-cash involvement. For the first time, we want to honor these contributions as part of your annual spend.



## MEMBERSHIP THAT MAKES SENSE

We've re-thought what it means to be a member. We've re-thought what Strip District Neighbors can do for you. Because if it's good for you, it's good for us. All of us.



The **ENGAGE** membership level is perfect for small businesses, non-profits or sole proprietors that want to stay connected throughout the year to SDN's trainings and neighborhood information, as well as stay in the promotional pipeline of our 30,000+ website and social media reach.



The **ATTRACT** membership level is perfect for retailers, restaurants, manufacturers and professional service providers who want to drive more traffic to their business by leveraging SDN's promotional opportunities, such as signature events like Stroll the Strip or the annual Strip District map.



The **CHAMPION** membership level is perfect for large employers and major stakeholders who want to advance the mission of SDN and the continued vibrancy of the neighborhood, while enjoying the benefit of professional and far-reaching marketing campaigns.

“There’s no place on Earth like  
the Strip District  
...it’s magical.”

- *NextPittsburgh*

# ENGAGE MEMBERSHIP

Engage with Strip District Neighbors' and receive the benefits of district-wide campaigns, special events, business trainings and much more!

ENGAGE - \$ 200 (\$ 1,200 value)	Reach	Value
Website Listing	1,333 page views/day	
Highlighted list on neighborhood map	15,000 distribution	
Partner window and digital decal		\$ 100
Access to SDN business events <ul style="list-style-type: none"> <li>• Monthly business "brown bag"</li> <li>• Quarterly speaker series</li> <li>• Quarterly networking events</li> </ul>		\$ 500
Neighborhood campaign promotions <ul style="list-style-type: none"> <li>• Small Business Saturday</li> <li>• Shop Local</li> <li>• Holiday Promotions</li> </ul>		\$ 250
Digital and social network promotions	30,000 followers	\$ 250
Merchants VisitPittsburgh membership discount		\$ 120



PERFECT FOR SMALL  
BUSINESSES, SOLE  
PROPRIETORS, AND NON-  
PROFIT ORGANIZATIONS

“The Strip will be one of the  
**most interesting** neighborhoods  
**to watch** in the coming years.”

*- Pittsburgh Post Gazette*



PERFECT FOR RETAIL  
BUSINESSES, RESTAURANTS/  
BARS, PROFESSIONAL SERVICE  
FIRMS, MANUFACTURERS

# ATTRACT MEMBERSHIP

Attract attention, visitors, and customers to your business through numerous promotional opportunities. When you do better, we all do!



ATTRACT Level 1 - \$ 1,000 cash (\$ 1,950 value)	Reach	Value
ENGAGE Membership Benefits		\$ 1,200
Stroll the Strip - 1/2 page program advertisement	500 attendees	\$ 250
Strip District Map - 1/4 page advertisement	15,00 distribution	\$ 500

ATTRACT Level 2 - \$ 2,500 cash/trade (\$ 3,350 value)	Reach	Value
ENGAGE Membership Benefits		\$ 1,200
Stroll the Strip - 1/2 page program advertisement	500 attendees	\$ 250
Strip District Map - 1/4 page advertisement	15,00 distribution	\$ 500
Sponsored ad in monthly Strip District e-news	5,000 impressions	\$ 400
Sponsored ad on stripdistrictneighbors.com	1,333 page views/day	\$ 500
1/2 page in 2017 TBD Strip District event	TBD	\$ 500
Honor Roll Recognition (stripdistrictneighbors.com and annual report)		

“Teamwork is the ability to **work together.**  
It is the fuel that allows common people  
**to attain uncommon results.”**

*- Andrew Carnegie*



PERFECT FOR MAJOR  
STAKEHOLDERS, LARGER  
EMPLOYERS, AND  
MACRO SPONSORS

# CHAMPION MEMBERSHIP

Champion the Strip District – and your business – through professional and far-reaching marketing activities that put your business at the center of Strip District marketing.

CHAMPION Level 1 - \$ 5,000 cash/trade (\$ 10,350 value)	Reach	Value
ENGAGE Membership Benefits		\$ 1,200
ATTRACT Level 2 Membership Benefits		\$ 2,150
Strip District Tote Bag Sponsor	2,000	\$ 1,000
Featured presence in SDN “We Strip” Campaign	100,000	\$ 5,000
Featured profile in digital or print SDN materials	30,000	\$ 1,000

CHAMPION Level 2 - \$ 7,500 cash/trade (\$ 15,000 value)	Reach	Value
CHAMPION Level 1 Membership Benefits		\$ 10,350
Event Title Sponsorship		\$ 2,500
Penn Avenue Vertical Street Banner		\$ 2,000



“We’re all in this together. When you  
**invest in Neighbors,**  
you **invest in yourself.”**

*- Mike Lee, President, Strip District Neighbors*

# STRIP DISTRICT

— N E I G H B O R S —

*Pittsburgh, Pennsylvania*

EST 1999

TO BECOME A MEMBER OR FOR MORE INFORMATION

PLEASE CONTACT

EXECUTIVE DIRECTOR SARA DINGES

OR

ANY MEMBER OF THE BOARD OF DIRECTORS

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[stripdistrictneighbors.com](http://stripdistrictneighbors.com)



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