

# VANCOUVER PRIDE SOCIETY

## 2011 MERCHANT MEMBER APPLICATION

The Vancouver Pride Society (VPS) is pleased that you are interested in the Merchant Member Program. This program exposes the Vancouver LGBTTTQ community to merchants who support the VPS year-round. Merchant Members give current VPS card-carrying members a discount on their products and/or services.

The LGBTTTQ community can be summed up as trendsetters; loyal, affluent, and receptive to companies who talk directly to them. They support companies that support their community both with their dollars and through word of mouth. This is your opportunity to reach this community.

### **PRIDE DESTINATION PLANNING SHOULD INCLUDE YOU**

Our website visitors are not only locals, but many are tourists to our city. Vancouver has a reputation as #1 LGBTTTQ travel destination in Canada with its vibrant village and welcoming community. Let them know you support the community here. Our website is the first place many travellers look when planning their trip to our city for Pride.

### **WEBSITE VISIBILITY = WORLDWIDE ADVERTISING**

With your Merchant Program Membership, your business will be listed on our website at [www.vancouverpride.ca](http://www.vancouverpride.ca). Your company logo and link will be accessible by community members and the public all day, every day, worldwide. This is a great opportunity for ongoing promotion for your business for the entire year, not just during Pride. Whether you offer a one-time benefit or dollar discount, VPS members will know to patronize your business.

### **NEWSLETTER: BE INFORMED**

Our membership, local organizations and community groups are e-mailed the VPS newsletter on a regular basis. It shares information on upcoming Pride events and announcements for the community. You can be highlighted as a business of the month in the newsletter as well as promoted online, just ask us how.

### **BE RECOGNIZED**

VPS provides a unique sticker proudly proclaiming that you are a Merchant Program Member. This sticker tells anyone in the LGBTTTQ community that they are welcome in your establishment and they know that you actively support Pride every day, all year long.

### **MEMBERSHIP**

Memberships are the foundation of the VPS. We require all businesses and organizations involved with Pride to have a current membership and be a member in good standing. The VPS membership fee is included. For more information please call our office at 604-687-0955.

### **MERCHANT DISCOUNTS FOR MEMBERS**

Merchant Program Members offer a wide variety of discounts to VPS Members and the type of discount you offer is entirely up to you. Past discounts have included 10% off food purchases, \$1 off drinks at a bar and gift certificates.

- ✓ Dollar amount on your services
- ✓ Percentage of discount on your products
- ✓ Special Item for free

Individual VPS members are issued a wallet-sized membership card, which they present to you. This is your way of identifying that they are members in good standing with the VPS.

## **MEMBERSHIP PERKS FOR YOU**

A VPS membership entitles you to vote at Annual General Meeting and share in discounts offered by all Merchant Members. Last year, over 506 members of the Society were able to take advantage of great benefits offered by local businesses. As a Merchant Program Member you will be able to offer your products and services not only to individual members in our community but also to corporate supporters.

## **MERCHANT MEMBER FEE**

The fee required to join the Merchant Member Program is \$40 and it includes your membership to the Society. Membership allows one representative a vote at the Annual General Meeting every October and gives you an opportunity to be involved in the decision-making process of Pride. All memberships (individual, merchant and corporate) expire on December 31 of each calendar year.

## **BECOME A PRIDE MERCHANT**

It's easy to join! Simply fill out the Application Form and fax it to us at 604-687-0965. Once received, we will provide you with the unique sticker for your window, your Pride Membership card and instructions for your staff with a description of the discounts you are offering.

## **PAYMENT OPTIONS**

Accepted methods of payment are Visa or MasterCard (American Express not accepted), cash, cheque and money order. Cheques are to be made payable to "The Vancouver Pride Society" (post-dated cheques not accepted). We can process credit cards over the phone, by mail and at the Pride office. We do not keep credit card information on file and destroys such information after charge processing.

### **Submission:**

Mail: Vancouver Pride Society  
Suite 304-1080 Howe Street  
Vancouver, BC V6Z 2T1

Fax: 604-687-0965  
email: [office@vancouverpride.ca](mailto:office@vancouverpride.ca)

### **Final Checklist**

1. **Fax** or **email** the application form with your credit card payment.
2. OR **mail** in application form with one cheque for \$40 and the application form

### **Questions or Concerns**

Phone: 604-687-0955  
Fax: 604-687-0965  
Vice President: Shawn Ewing  
email: [vp@vancouverpride.ca](mailto:vp@vancouverpride.ca)

**START OF APPLICATION FORM - PLEASE SEND ONLY THE FOLLOWING PAGES:**  
**FORM 1: 2011 MERCHANT MEMBER – APPLICATION**

Organization/Company:

Contact Name:

Mailing Address:  
(\*\*include postal code)

Phone:

Fax:

email:

Website

Do you want to receive the Pride newsletter?

Yes

No

Would you like to receive information about Sponsorship?

Yes

No

Business Description (to be used on our website):

Benefit Offer Description (discounts; 2 for 1; deals):

Payment Type

Cheque

Money Order

VISA

MasterCard

Cash in person only

Cardholder Name

Card Number

Card Expiration (mm/dd)

Signature

Do you require an invoice?

Yes

No, receipt only

Office use only

Paid:

Approved:

Date Received: