



ST. ARMANDS
CIRCLE
est 1926

Associate Member Benefits and Contract

Dear Potential St. Armands Circle Association Member,

Created in 1965 and incorporated in 1987 as a 501c6, the St. Armands Circle Association has been working diligently to fulfill our Mission Statement; To create and administer effective and ongoing advertising, promotional and environmental programs for the benefit of the entire St. Armands Business Community.

Presently over 100 St. Armands Circle specialty shops, restaurants, real estate agencies and financial services are active members of the Association. We also host approximately 50 Associate Members, which include local hotels, businesses, and professional services. More and more businesses are seeing the increased benefit and value that membership in the Circle Association provides.

The Board, Committees, and I continue to look for new and innovative ways to increase the effectiveness of our marketing of St. Armands Circle and our Associate Member partners. We produce the widely distributed St. Armands Circle Association brochure, maintain the outdoor street directories, color-coded wayfinding streetlight banners, as well as organize and produce many exciting events in St. Armands Circle throughout the year.

Associate Members benefit from a listing on our website which receives over 75,000 hits per month. To be recommended to our over 35,000 social media followers, don't forget to use #StArmandsCircle for your posts. Your business receives a listing in over 100,000 brochures that are shared locally, as well as with travel groups throughout Florida and the South-eastern United States. And don't forget that these brochures are free for you to distribute in your place of business, just email our office when your supply is low.

The St. Armands Circle Association is a member or partner of many local groups, including Visit Sarasota County and Visit FL. The St. Armands Circle Association website is linked to their pages. Your business will reap the benefits of exposure through these tourism partnerships, reaching potential customers all over the United States, Canada, England, Germany, Japan, Latin America, Venezuela, and Mexico. With a prominent display in the Sarasota/Bradenton International Airport baggage claim, your business will be available to thousands of potential customers arriving each day!

Membership with the St. Armands Circle Association is more than just being listed on a brochure or website, it's being a part of a community. Our General Membership Meetings provide an opportunity for networking, open discussion, and sharing of information.

If you would like to get more involved in what is happening on the Circle, we always need committee and event volunteers. To give your business more exposure, there are sponsorship opportunities just for our members.

I look forward to working with all of you. I am confident that working together, we will accomplish great things!

Rachel Burns

Marketing and Events Director | St. Armands Circle Association
dir@StArmandsCircleAssoc.com

StArmandsCircleAssoc.com

facebook.com/StArmandsCircleAssociation | instagram.com/St.ArmandsCircle | #StArmandsCircle

The St. Armands Circle Association agrees to advertise, promote and advocate on behalf of the Members and for the benefit of the entire St. Armands Circle Business Community. The manner shall be determined by its Officers, Board of Directors and Members according to the terms and purposes stated in its Charter and By-Laws. The St. Armands Circle Association collects dues from its members in order to accomplish these purposes.

Name of Business: _____
Business Address: _____
Business Phone: _____
On-Site Business Email Address: _____

Billing Contact Name: _____
Billing Address: _____
Email: _____ Phone Number: _____

Owners Name: _____
Email: _____ Phone Number: _____

Managers Name: _____
Email: _____ Phone Number: _____

*All information is kept strictly confidential.

**Mark "O" if you would like to receive emailed updates on Circle events and sponsorship and advertising opportunities.

_____ **\$300 Associate Member**

- Listed as an Associate Member with your business name and phone number on 100,000 brochures.
- Listed as an Associate Member with your business name and phone number on our website.
- Referral of your business to customers requesting information by phone, email, or messenger.
- Access to additional marketing and sponsorship opportunities.

_____ **\$900 Accommodation Member**

- Bold listing as an Associate Member with your business name, phone number, and website on 100,000 brochures.
- Listed as an Accommodation Member on our website with your logo, business name and address, and with direct links to your phone number and website. You must email dir@StArmandsCircleAssoc.com a high resolution png or jpeg of your logo (preferably square)
- Referral of your business to customers requesting information by phone, email, or messenger.
- Referral of your business to customers requesting extended stay accommodations.
- Access to additional marketing and sponsorship opportunities.

MAKE CHECKS PAYABLE TO: St. Armands Circle Association
300 Madison Drive Suite 201 Sarasota, FL 34236

Preferred Payment: CASH or CHECK CREDIT CARD: (MasterCard & Visa) add 3% fee

This annual Associate Membership contract is valid January 1 through December 31.

The amount due the St. Armands Circle Association will not be reduced for any partial year, i.g., the entire year shall be due even if a member should sell their business during any portion of the contracted membership year.

This contract is legally binding. Your payment of annual dues constitutes acceptance of this contract.

To ensure inclusion on the first yearly edition of the brochures, your contract with completed business information and payment, must be returned to the Association office by December 1.