

Ballina/Killaloe Members Pack 2009

What you get in your pack

Included in your Membership pack will be the following:

- 1. Membership Booklet:** Explaining the ethos of the association and benefits of joining, etc
- 2. Membership Application form:** Your details, payment options, rules & regulations of the Association, etc
- 3. Business Listing:** A form is to be completed for your business listing for the Guide & DiscoverKillaloe.com. This listing will be given at a heavily discounted price (€50 for both listings (non-members = €150 & €50). This gives you a saving of €150.
- 4. Membership card:** This will give you discounts at participating Association member businesses; access to special member events/workshops, etc
- 5. Decal:** This sticker identifies you/your business as a member of the Association.

This is what your Membership card will look like...

 <p>BALLINA KILLALOE BUSINESS ASSOCIATION</p> <p>Promoting a Sustainable Future</p> <p>Name: John Smith</p> <p>Business: Smiths Shop</p> <p>Membership: 4560</p> <p>Issued: 3/5/2009 Expires: 3/5/2010</p> <p>www.discoverkillaloe.com</p>	<p>As a member I endeavour to:</p> <ul style="list-style-type: none">• Work together with this Association to achieve a sustainable economic future• Encourage a sense of community between the towns of Ballina & Killaloe• To maintain & protect the natural beauty & heritage of this area• To support this diverse community & respect all those who live in & visit this area• To support local businesses• Promote and refer business to other association members• To communicate with other members and participate at BKBA meetings & events.• Offer discounts to other members of the association 
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This is what your Decal will look like...

Proud to be a member of



BALLINA KILLALOE

BUSINESS ASSOCIATION

What is the BK Guidebook?

The guidebook is a +/-30 page A5 booklet that will introduce readers to the towns of Ballina & Killaloe and the surrounding areas. It will detail local history, interesting facts about the area, give detailed maps of the towns, walking trails and how to get to this area. Most importantly it will showcase our local businesses and gain excellent exposure both locally and nationally for your business.

The guide will serve as an information point for anyone who lives or visits this town (a little like a "Lonely planet guide"). As yet there is little information available in the area for residents, visitors or businesses regarding info: on the towns, local history, events, walks, amenities or a comprehensive guide to businesses and services operating within the horse shoe area. There are multiple brochures with bits of information but nothing comprehensive, therefore the business association saw the need for an amalgamation of information & we propose this Guide book.

Guide book goals

- To increase footfall to local businesses
- To encourage householders, tourists and local business people to use the services and businesses located in this area
- To showcase this area (& all the businesses located therein) and gain more of the tourism market in Ireland
- To retain tourists for longer stays and to encourage their use of more businesses in the area
- This brochure will complement the already established www.discoverkillaloe.com website
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Distribution of Guide

1. The Guide will be distributed in the horse shoe area (Ballina - Portroe / Killaloe - Mountshannon) to all householders and businesses via a postal drop (using An Post)
2. Brochures will be placed at all accommodation providers (hotels, guesthouses & self catering) in the area

Layout

The guidebook will be an easy to read document with a clean & modern finish, giving residents and visitors an easy Guide to the area.

Each business will be have a listing in their appropriate category and this listing will be alphabetical. All businesses will be quoted the same price for listings and Business association members will be given a discount on that price. (Non members - €150 / Members - €50)

How much will it cost you?

Price structure for a 12 month listing

Members of BKBA	Non-members	Website listings
€50 per annum This will get a listing in the Guide plus a listing in discoverkillaloe.com (listing only - not a full page)	€150 per annum This only entitles you to a listing in the Guide	1 page listings - €100 Basic listings €50 (free for BKA members)

We have kept the cost for listings as low as possible and have given BKBA members a great discount. We know that advertising costs are often very expensive but may not always be cost effective (eg. to advertise in most web directories is at least €100 often reaching €600 per annum; to list your business in the Golden pages is >€3000; & for a small ad in the local newspaper it's up to €150 for 1 week). Your listing in the BKBA Guide for Ballina/Killaloe will last 1 year. It will target all householders in this area and all tourists that come into this area. It will bring more people to this area and will encourage tourists to increase the length of their stay in the area.