

Our sponsor members are an important asset. Join today. You can't afford not to!



Circle your location code

- | | | |
|---------------------|---------------------|------------------|
| N North | S South | W West |
| NE Northeast | SE Southeast | E East |
| NW Northwest | SW Southwest | C Central |

Indicate special offers/discounts for SRN Members:

Indicate your Web site promotion preference at www.sewingreferralnetwork.com below:

- I prefer the free **Basic Listing** and a link to my business Web site.
- I prefer **No Listing** on SRN's Web site, please.
- I would be happy to include a link to the Sewing Referral Network Web site on my own Web site.

Please read, sign and date below:

I hereby authorize The Sewing Referral Network—a non-profit organization—to post the information about my sewing business on the Web site www.sewingreferralnetwork.com. I agree to indemnify, defend and hold harmless The Sewing Referral Network, its officers, directors, employees, agents, subcontractors, volunteers and assigns from and against all claims arising out of or resulting from my listing on the Web site or independent of the Web site. "Claim" as used in this agreement means any financial loss, claim, suit, action, damage, or expense, including but not limited to attorney's fees, attributable to bodily injury, sickness, disease or death, or injury to or destruction of tangible property including loss of use resulting therefrom.

Signature

Date

connect with
denver's largest
organization of



*Clandestine Retailing:
Be a Guest Speaker!*

Clandestine retailing (doing things that attract new customers to your store without being seen by your competition until it's too late for them to react) has a lot of under-the-radar marketing potential for your store. One great method for creating new customers is to speak locally to an eager and ready-made audience at a Sewing Referral Network monthly meeting.

SRN is always looking for interesting guest speakers to share their knowledge and expertise with our members. Your half-hour business talk or creative presentation should be about anything important to sewing professionals and sewing enthusiasts. Topics are typically related to the art, craft and/or business side of sewing. How-to presentations are particularly interesting to SRN members. Presentations shouldn't be a blatant sales pitch, but wearing a shirt with your store name and logo on it will take care of that in memorable fashion!

If you have a topic idea you'd like to present to SRN members, please call Susan Matthews, Program Chair, at 303.937.7321.

partners in
attracting
customers
& growing
business

serious sewing
professionals

Your link to Colorado
sewing professionals

303.346.3388

www.sewingreferralnetwork.com

WHO WE ARE

As a non-profit association, our mission is to serve professional seamstresses, sewing-related retailers and discerning consumers by providing a network support system to develop contacts, exchange information, share resources and further one's business and career. We're here for you!

Our Members, Your Customers

Our knowledgeable, friendly members are both professional seamstresses, quilters and hobby-sewing enthusiasts that work in or own their own sewing-related businesses. Our members are also sewing-related retailers like you.

SRN members are encouraged to support our retail members, their products and services. For the most part, our members (and very likely, their customers, too!) are already your customers and we welcome the opportunity to help you spread the word about your business to others in our industry network. Whether your business is new or established—all are welcome!

We invite you to become a Sewing Referral Network retail sponsor member to learn more about who we are and what we do—all toward the ultimate goal of helping you reach new customers and grow your business by connecting with Denver's largest organization of serious sewing professionals.

Help Us Help You

Operating a sewing-related retail business in a tough economy is not easy and we understand that. When combined with the all-important, day-to-day duties of providing quality customer service and moving product or making sales, it's no wonder you have little to no spare time to actively promote your business. That's where we can help!

If your company is not listed in our *Sponsor Showcase* in our SRN brochure and linked to our Web site, you are missing out on great sales potential. And that's not all! Just look at all the perks available to our retail sponsor members, at just pennies on the dollar, for year-round exposure! In fact, it's not uncommon for retail sponsor members to recoup their annual fee and/or display-ad fee in just one store visit by an SRN member or member customer!

As a non-profit organization, we are grateful to the retail sponsor members who support The Sewing Referral Network's mission objectives for the betterment of the Colorado sewing industry that we all love. Our retail sponsor members serve as a prime example of our industry's community teamwork in action. We hope to add you to our growing list of retail sponsor members, providing a winning situation for you, The Sewing Referral Network, our members and your new customers!

For questions, call Lynn Mills, Membership Chair, at 303.257.1607 or e-mail to lunac57@msn.com.

WHERE WE ARE GOING

Our second—but equally important objective—is to be recognized as the go-to organization that Colorado consumers and businesses turn to time and again when custom sewing needs arise that demand the precision skills of trusted, high-quality, professional seamstresses. You should be a part of it!

Retail Sponsorship Perks for You

Benefits

- Participate in proactive networking with a target audience of local sewing professionals and sewing enthusiasts
- Get a pulse on your customers at monthly SRN meetings
- Glean nuggets of helpful information from our monthly online newsletter and archive

net-work·ing *n*
Making links from people we know to people they know, in an organized way, for a specific purpose, while remaining committed to doing our part, expecting nothing in return.

- Promote your sewing specials, sales-event information and/or business-card ad for free in our monthly newsletter when information is received by our newsletter editor two weeks prior to the monthly deadline
- Support SRN members with special member-only offers and discounts, special events, such as sewing expos, classes, etc.
- Receive a free listing in the *Sponsor Showcase* in SRN's printed brochure
- Promote your business with a display ad in the printed SRN brochure (additional fee of \$75 applies to help defray printing costs)
- Receive free copies of the SRN brochure for store distribution (your customers will thank you!)
- Get free marketing exposure at sewing events attended by SRN members via our printed member brochure
- Listing on SRN's Web site, with link to your site, if desired
- Grow your mailing list by adding SRN members to it
- Reach more customers via guest-speaking opportunities before an eager, ready-made audience (see reverse side)
- Receive discounts on logo, business card, display ad, post card, rack card, brochure, Web-content copywriting and graphic design through a local "preferred vendor"
- **All for a budget-friendly, nothing-to-lose-new-business-to-gain annual fee of just \$65!**
- Simply clip, fill out and return the form at right today so we can help you reach new customers and grow business!

“ Advertising with your organization has been beneficial to us; it is a right mix for us. SRN provides an inexpensive way to keep our name in front of the people in the community that are sewing on a regular basis. Thank you for the opportunity to continue to place ads with your organization. ”

-Patrick & Kate, Above & Beyond Sewing & Vacuum

HOW WE CAN HELP EACH OTHER

Tapping into the power of SRN's benefits, cross resourcing and cross marketing will help us all reach new customers and grow business. Together we can make a difference in the local sewing industry, stitching together a winning network of business support for all! Become an SRN sponsor today!



I want to partner with



to help reach new customers and grow new business.

- Here is my check for \$65 to cover my annual retail sponsorship fee (payable to The Sewing Referral Network or SRN).
- I have a hi-res, ready-made display ad file for the SRN brochure which I will e-mail soon in JPG or PDF format. In the meantime, here is my check for \$75 to help defray printing costs.
- I would like someone to contact me regarding the discounted cost of designing a new display ad for me for the SRN brochure.
- I have completed **both** sides of this form and will mail it along with payment to Christine Hoyt, SRN Marketing Chair, 2518 S. Patton Court, Denver, CO 80219.

Business Name _____

Your Name/Title _____

Business Address _____

Business Phone _____

Business Hours _____

Business E-mail _____

Business Web site _____

You're almost done! ➡

NETWORK