



THE HISTORIC US ROUTE 20 ASSOCIATION – IOWA

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Business, Passport, Town/City Membership Application (October 2018)

2019 Memberships for Inclusion in our Travel Guide due March 1, 2019

As a private, nonprofit institution, membership is what drives the Historic US Route 20 Association to success on its mission to preserve and promote the many great sites along US Highway 20 in Iowa.

We wish to become a Business CoC/VB Town/City Member

Membership Fee _____ **\$50.00/yr** **Lifetime Fee** _____ **\$250.00** (Iowa only)

Corporate Sponsor _____ \$ _____

_____ As part of our membership, I would also like to purchase HISTORIC US ROUTE 20 sign to place at my business, organization or in my town.

_____ As part of our membership, I would like to participate in the HISTORIC US ROUTE 20 *Passport & Stamp Program*
Please Use Additional Passport Form

IOWA SIGNS:	No.	Size & Price	Total
INDICATE NUMBER REQUESTED		Small 12" x 18" \$35 each	\$
Spellings and designs listed below are how they will appear on your sign. <i>Please allow 4-6 weeks for delivery.</i>		Large 24" x 30" \$125 each	\$

As a Business Member, you will have your business placed on our website, future mobile app and travel guide book for promotional purposes.

A standard insert will be placed in our annual brochure. You will have the option to purchase an advertisement.

See Member Benefits on Reverse

Business Name/Town Name

Address

City, State, Zip

E-mail and Phone

_____	Card Info
_____	Exp / CCV
_____	Zip Code

Tell us about your business or enter your payment method above

Signature

Date

Total Amount Enclosed \$ _____

Remit payment to address above or call for online payment

Yearly Memberships are Valid one Year from Receipt of Order

The Historic US Route 20 Association is a 501 (c) (3) organization. Your membership in tax deductible. IRS EIN # 46-0837490

Membership Details (Updated October 2018)

As a private, nonprofit institution, membership is what drives the Historic US Route 20 Association (known as Association) to success on its mission to preserve and promote the many great sites along Historic US Route 20.

As a thank you, Historic US Route 20 members receive a number of valuable benefits mentioned below! We invite you to take part in this journey, and help sustain this important nonprofit organization by becoming a member today.

Under the Bylaws of the Historic US Route 20 Association membership is defined as:

All individuals or entities who have been accepted for membership by the Board of Directors of the corporation and who are current in the repayment of their dues shall be deemed "active members" of the corporation. Active members shall be accorded full voting rights and other benefits afforded to members of the corporation in good standing. Hereafter, when only "member" or "members" is/are referred to in these bylaws, "active members" and "lifetime members" and "charter members" shall be referred to, and not honorary members. The Board of Directors of the Corporation may also create a sub-class of active members designated "charter members" of the corporation who shall be those individuals or entities would have made a greater contribution to the corporation than standard active members, as defined by the Board of Directors and who shall receive corporation recognition for their efforts as determined by the Board of Directors. Membership in the Corporation shall not be limited to "individuals", but may also include profit or nonprofit corporations, general or limited partnerships, associations, or other entities. As referred to herein, any non-individual member is generally referred to herein as an "entity".

When applying for membership you may apply for the following which best describes your status:

Standard Member - A standard member is an entity, who may apply for a basic membership with the Historic US Route 20 Association. Membership renewal is due annually from the time of receipt. As a Standard member, you will be entitled to the following benefits:

Standard Advertisement – Your location will be linked and placed on our web site and a 1"x1.5" advertisement in our annual brochure.

100+ Brochures – You will receive a minimum of 100 brochures for your location. Additional brochures may be purchased.

Travel Guide – Your location will be placed in our upcoming Travel Guide Book in text form and located on a regional map.

Access to Paid Web content - you can access content on our paid website, including maps, geo-location travel pages and content that will detail all aspects of traveling Historic Route 20. Including maps, original routes, points of interest and see participating member locations that at accept the Route 20 Passport as you travel.

A subscription to our newsletter: TWENTY - Upon receipt of membership dues, you will receive the quarterly newsletter of the Historic US Route 20 Association "TWENTY".

Calendar of Events – You will be able to put your event on our calendar

Participate in the Route 20 Passport Program - See info sheet

A Historic Route 20 Sign Study plan for your town

Travel Guide Book and Brochure Advertisement Rates

By becoming a member of the Historic US Route 20 Association, you will have the option to purchase a larger advertisement space for our printed and distributed 2019 Brochure and the 2019 Historic Route 20 Travel Guide Book.

As a member, The Historic US Route 20 Association may solicit your business, company, Coc, VB, etc for a separate advertisement.

You will receive 1 Box or 1000 Brochures^ for your location. Larger quantities for an additional cost. Travel Guide Books may be purchased for resale separately.

Size	Brochure	Travel Guide Book	Member Cost	Non- Member
Standard	1"x1.5" BOTH Logo/Address Only	Text only – map placement	Included	N/A
Eighth Panel	1.75" x 2 or 4" x 2.375"	2.25" x 2	\$150	\$150
Quarter Panel	1.75" x 4 or 4"x 4.875"	2.25" x 4"	\$250	\$275
Half Panel Page	3.5" x 4 or 8" x 4.875"	5.5" x 4"	\$500	\$650
Full Page	3.5"x 8" or 8" x 10"	5.5" x 8"	\$1000	\$1200

**Brochure Size for 2019 will be determined by the Net Memberships and paid advertisement received.

Your membership ad will appear in both our Iowa Guide and our national guide.

Distribution of Brochures will occur in April 2019.

^ If your location will not go through 1000/year, please let us know