



## WELLNESS PARTNER | \$1,200

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Partnering with the Old Town Boutique District is an opportunity to reinforce your brand within Alexandria, and show your support for a vibrant and unique small business community. It is also your chance to increase the visibility of your company's products and services to thousands of local and regional customers.

As the Boutique District Wellness Partner, you will receive;

- Exclusive listing as Wellness Partner in all materials;
- Half-page business profile and photo in the Boutique District Map Guide (circulation 10,000);\*
- Business logo and a hyperlink on the home page slider of the Boutique District website;
- Business profile in the OTBD Boutique Directory in Beauty & Health;
- Logo recognition in OTBD press materials, published lookbooks, direct mail and other materials;
- Follows, reposts and likes on your company's social media pages;
- At least four dedicated blog posts about your product, services, or special event, which will be featured in our e-newsletter to a list of 5,000+ subscribers and boosted on Facebook;
- Two banner ads per year in our weekly newsletter;
- Business listing and logo on our website Supporter page
- Opportunity for your company to insert a discount coupon, promotional item, or ad in community outreach materials;
- Opportunity to host a Shop & Stroll location and participate in other Boutique District events;
- Invitation to member meetings and happy hours, and
- Opportunity to send information to 30+ engaged, small business owners within our membership.

As the Wellness Partner, you agree to:

- Pay your sponsorship pledge upon receipt of invoice;
- Provide print-ready logo artwork;
- Provide content and photography for blog posts and web listing; and
- Help spread the word about Boutique District events via your company's email newsletter and social media channels.

*\*Pledge must be made by March 31 for inclusion in the printed map.*