

### **OUR NEW SCOTLAND '24**

#### WHY DO YOU WANT TO BE HERE?

#### WHAT TO EXPECT?:

- 1. Mark your calendar now!
  - a. Membership meetings, including guest speakers for educational and networking time:

## 6:00 P.M. MONDAYS - FEBRUARY 12; APRIL 15; JUNE 17; AND NOVEMBER 18 (LOCATIONS TO BE ANNOUNCED)

- b. Participation in Memorial Day parade: Saturday May 26 (TBD based on member participation)
- c. 2nd Annual Community Day is August 18 (11am 2:00pm) \*\* Spots are \$250 for NON-MEMBERS
- d. Our social mixer networking event is planned for October 18
- 2. Listing of your business and link to your media/website on OurNewScotland.com
- 3. Liaison with Town of New Scotland and Voorheesville Village Boards, including ONS presence on their websites and exploration of potential funding sources
- 4. Social media exposure pre-scheduled and photographed by dedicated staff, 2-3 weeks or more annually
- 5. Leadership Core will partner with Founder Craig Shufelt to share ideas, guidance, and feedback, based on interactions with full membership. (*Sam Bailey, Jason Burleigh, Katy Carl, Krina Cozart, Grace Thompson*)
- 6. Members may be asked to volunteer/assist with tasks as needed, for instance, on Community Day
- 7. Strategized membership growth
- 8. Additional marketing and exposure opportunities as budget and funding may allow

## BUSINESS MEMBERS (\$350 ANNUAL FEE) AND BRICK & MORTAR COMMUNITY SERVICES (\$250 ANNUAL FEE) KINDLY:

- 1. Share "Our New Scotland" information with any local business with whom you interact, supporting membership growth
- 2. Provide information as requested completely and timely (RSVP's etc.)
- 3. Share ideas and feedback with any Core member to continually grow and improve ONS
- 4. Maintain a constructive, collegial, solution focused, and business growth mindset in ONS meetings and in any public mention of ONS
- 5. Whenever possible, participate in tasks as requested to support our mission
- 6. Respect the use of "Our New Scotland" and/or "New Scotland Business Community" names, graphics, and other media exclusively for the benefit and/or promotion of ONS
- 7. Direct all questions regarding ONS policy or procedure(s) to Craig Shufelt.

# **SPONSORSHIP OPPORTUNITIES** all New Scotland businesses are strongly encouraged to consider sponsorship of:

- Refreshments for one or more of the four educational/network meetings
- Elements of Memorial Day parade (vehicles, decor, signage, giveaways, etc.) and/or
- Community Day (band/music, signage, tables, tents, music, children's activities, etc.)
- Recurring print jobs (postcards, rack cards, flyers, etc.)

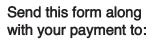
## TOGETHER, LET'S MAKE 2024 A YEAR OF MUTUAL SUPPORT, BUSINESS GROWTH, AND FUN!

\* Please reach out to us with any questions, benefit descriptions and/or any business related issues we may be able to assist with.



We Welcome You. **local.** 





Our New Scotland PO Box #71 Voorheesville, NY 12186

# New Scolland

business community

OUR NEW SCOTLAND 2024 MEMBERS Valid through 12/31/24	SHIP SIGN UP FORM		Nu —	imber:	
Business/Company Name	Lead Contact First/Last Name			PLEASE SELECT YOUR LEVEL:  O BUSINESS MEMBERS \$350  O COMMUNITY SERVICE \$250	
Website	eMail:			MS - \$ FREE Ponsors \$	
Street Address	City	Zip		K ENCLOSED? es o No	
( ) Best Phone for Member Contact		O (same) ist on business directory	'     * Pli	K #:	
Business Plans/Goals for 2024?  What benefits do you hope to realize from joining NSBC?			<b>"0</b> 0 <u>Ser</u> P.O	"OUR NEW SCOTLAND"  Send to: P.O. Box #71 Voorheesville, NY	
What skills or resources might you	bring to the NSBC?		121		
How did you learn about NSBC?			Business Driv	e Productivity Rd.	
I give ONS permission to use my business information to promote my business:  O YES O NO				naraderie St.	
Signature	/ 2024 Date			nunity Rd.	
				ew Scotland	