

## **Affinity Partnership with The Gibsons Public Market Membership**

The Market is a grassroots volunteer-driven economic driver for the Sunshine Coast. The Town of Gibsons and the Gibsons Community Building Society (dba Gibsons Public Market) are part owners of the building, thanks to the generous donations from hundreds of Coast businesses and families.

Our membership program helps fund the operation of The Market. We invite you to help us encourage individual and family members to join The Market with your Affinity Partnership.

### **Why become an Affinity Partner of The Market?**

Our alliance sends a message to the Sunshine Coast community that The Market represents an economic development opportunity we can all get behind. We're stronger together.

GPM seeks to support local businesses in our efforts to build community. Members of The Market are encouraged to patronize our affinity partners year 'round, not just in tourist season.

### **How can my business get involved in the Affinity Program?**

Offer a benefit to Market members for a year – it's that simple – no cost to join. If, at the end of the year you wish to continue your business's partnership for the next calendar year, you may choose a different benefit for Market members.

### **What kind of benefit can we offer?**

There are a number of possible benefits that our members would use. Create your own business-appropriate value. Some of our ideas:

- across the board 10% discount to members (This kind of benefit would likely be the easiest for businesses to administer at the checkout.)
- 20% off one type of item (store), \$10 entrée (restaurant), 20% off scarves or shoes or slacks or tops (clothing store), 10% off seeds (nursery)
- 2 for 1 (rentals at a sports store, Tuesday lunch menu at a restaurant, yoga sessions, massage)
- free drink or dessert with dinner (restaurant), free nail-clipping with a dog grooming (pet services), free bottle of shampoo with a haircut (salon), free litre motor oil with fill-up (gas station).

### **How will The Market advertise my business's participation?**

We issue you a wooden sign for display in your shop. It announces that you're an Affinity Partner and supporter of GPM and let our members know what your offer is.

We send an email out to all our members to inform them of your participation, and announce your partnership on our web site and Facebook, as well as any print media or broadcast media we have access to.

**For More Information about our membership program, contact Anne at  
gibsonspublicmarketmembership@gmail.com**