



WHERE DOES THE MONEY GO?

As a **Business Member**, your fee helps cut the cost of your advertising and marketing, gives your business or organization more opportunities within the community and encourages better business practices.

Some of these expenses include:

Event Booth Fees

- All members will have their business or organization's marketing materials presented at wellness fairs, pet events, street fairs, farmers' markets and more. TAILS411 members will have the opportunity to attend these events via TAILS411 if they so choose. Business cards, brochures, flyers or other material provided by the business/organization will be available to the public at the booth at each event attended.

City Chamber Memberships

- TAILS411 will strive to be a city chamber member in any area where your business or organization is prevalent. TAILS411 membership fees will help sponsor annual chamber fees, monthly meetings and community events the city chambers coordinate. TAILS411 members will be able to attend these events via TAILS411 if they so choose, although individual costs will apply (i.e. you can attend monthly lunch meeting as a TAILS411 member (lunch fee not included) and must introduce yourself as a TAILS411 member.

Other Membership Fees/Dues

- TAILS411 will aspire to become an active member of the community which may include attending various networking events, becoming a member and/or supporter of various animal-related organizations and sponsoring relevant causes.

Media Expenses

- Membership fees will also support any online, newspaper, magazine or other media advertising and marketing for TAILS411 business members.