

## *Businesses for the Bay (B4B)*

### Explanation of Membership Benefits

#### As a Bronze Member, you will receive:

- **Inclusion in the *B4B Member Directory*, including a personalized website:** every Member receives their own personalized page on the B4B website!
- **Assistance with a *Project Clean Stream* event:** Alliance staff can help your team coordinate a clean-up event, find a site that needs a clean-up, train your site captain, make sure you have all the necessary supplies, and help collect your metrics after the event.
- **Recognition on Alliance Websites:** member company and facility names will be recognized on the Alliance's B4B website and social media websites. Program hashtags (ie: #B4B) will be used. The level of membership and the team's contact person will be publicized.
- **Inclusion in Press Releases:** press releases that highlight B4B members will be sent by Alliance for the Chesapeake Bay (Alliance) staff to media outlets, at least annually. All member company and facility names will be included, in addition to metrics collected.
- **Inclusion in Annual Report:** the Alliance's Annual Report will include member company and facility names and collected metrics.
- **B4B Membership Certificate:** a colorful certificate will be mailed to B4B members after the annual membership application process is complete.
- **Invitation to B4B Networking Events and Meetings:** B4B events or meetings will be held at least quarterly.
- **General Support:** includes project guidance and regularly scheduled webinars and meetings.
- **B4B Stickers:** members may purchase B4B logo stickers and window clings for trucks and buildings.
- **Use of the B4B Logo:** members may use the B4B logo on company equipment, buildings, large site signs, and the company website. Guidelines for B4B logo usage must be followed.

#### As a Silver Member, you will receive the above, plus:

- **Discounts:** members will receive "members only" discounts to Alliance and B4B events.
- **B4B Stickers:** members will receive free Alliance B4B logo stickers and window clings for trucks and buildings.

#### As a Gold Member, you will receive the above, plus:

- **Personalized Support and Project Guidance:** includes one (1) on-site or virtual site visit per year if additional guidance is needed. Alliance staff may also participate in personalized virtual 'green team' meetings.
- **Program-specific Press Releases:** a program-specific press release will be written and distributed by Alliance staff to up to five (5) media outlets, designated by the member team, after the annual application process is complete. The member team will review the press release prior to distribution.

