



2021-2022 Membership Opportunities

About Us

The Sellwood Moreland Business Alliance, also known as SMBA, is a non-profit neighborhood association whose primary goal is to serve the businesses of the Sellwood Moreland neighborhood. We do this by providing marketing opportunities, business development tools and additional partnerships to strengthen the community.

In 2021, the SMBA will be launching an updated brand and website titled "Explore Sellwood Moreland." Explore Sellwood Moreland will become a resource for exploring the Sellwood Moreland neighborhood and all the services available to residents and visitors alike while also providing local businesses resources to benefit your business and your growth.

Why Should You Join?

The Sellwood Moreland neighborhood is a unique community with many services and activities, making it a fantastic community to live and visit. As a business alliance, we have seen great success in providing resources and marketing/networking opportunities for local businesses. Being part of a community of businesses offers a much more vibrant and cohesive marketing environment to help increase business for all and adds strength in numbers and skill-sets when tackling challenging times or community issues.

Our rich benefit packages will provide your business with continual, year-round support and exposure for a nominal annual investment. The marketing programs provided will place your business in front of thousands of residents and visitors to the Sellwood Moreland neighborhood through the new Explore Sellwood Moreland website and our improved social media and email activities. In addition, our networking and local community activities will provide you with business development opportunities and allow you to stay up to date on the most current events, activities, promotions and business advocacy strategies affecting our communities.

SMBA Membership Benefits

Community Partner: \$1,000

Receive all of the benefits below plus:

- Logo recognition on the Explore Sellwood Moreland homepage
- Logo recognition on any printed materials or other promotional items created throughout the year (i.e., Bee ads, newsletters, event posters and flyers)
- Name recognition in media spotlights (as available)
- One exclusive blog spotlight annually on the Explore Sellwood Moreland website and shared with email subscribers
- Opportunity to provide coupons or discounts to residents and visitors through Explore Sellwood Moreland email newsletter
- Discounted rate on print and digital advertising opportunities

Neighborhood Partner: \$450

Receive all of the benefits below plus:

- Deluxe business profile page with featured status on Explore Sellwood Moreland website
- Featured in up to two blog posts (shared with other businesses) annually on the Explore Sellwood Moreland website and shared with email subscribers
- Business highlights posted on Explore Sellwood Moreland social media (Facebook + Instagram)
- Exploration of new marketing products, such as a welcome gift bag to new residents
- Use of the Sellwood Moreland booth at the Moreland Farmers Market (must reserve date)

Growing Partner: \$150

Receive all of the benefits below plus:

- A deluxe business profile page on the Explore Sellwood Moreland website that includes the additional information:
 - A dedicated page for your business
 - Up to 6 business images
 - Up to 4 sentences describing your business
 - Links to your business website and social media
- Your businesses posts shared on Explore Sellwood Moreland social stories (Facebook + Instagram)
- Submit upcoming events and highlights on the Explore Sellwood Moreland website
- Business highlights and events featured in Explore Sellwood Moreland email newsletter
- Post job opportunities to the Explore Sellwood Moreland job listing webpage
- Opportunity to join the SMBA board and grow your development + leadership skills
- Access to the Sellwood Moreland members-only networking Facebook group
- Access to grant funding and business development tools in collaboration with Travel Portland and Venture Portland

Visit sellwoodmoreland.com/membership or email info@sellwoodmoreland.com for more information.

All Sellwood–Moreland Businesses: Free

- A basic business profile on a shared page on the Explore Sellwood Moreland website that includes the following information:
 - Business name
 - Business address
 - Self-identified "tags" for use in the search filter on the Explore Sellwood Moreland website
- Attend monthly networking meetings
- Attend networking socials three times a year with yummy eats + drinks
- Receive the SMBA Newsletter filled with upcoming events, community news and marketing and business development resources
- Print and digital advertising opportunities (prices may vary)

Deluxe Profile Example

SHOP

Grafletics



We're a local, sports-centric apparel shop that's harnessed the feeling of what it's like to live in Portland and offer it in the form of t-shirts, hats, sweatshirts and gifts.

Our offering is a unique retail experience, unlike anything you'll find in town. Embraced by locals and visitors alike, it's not uncommon for customers to share stories of people who've wanted to know where they got their latest Grafletics tee or cap. The owner, Rick, is often at the shop, designing what he thinks will be his next masterpiece. The store is warm, welcoming, and customized throughout.

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VISIT WEBSITE



< Good Health Naturopathic

Grand Central Bakery >



Visit sellwoodmoreland.com/membership or email info@sellwoodmoreland.com for more information.