

Ridgefield Lakes Association

# Vendor Discount Program

## 2018-2019

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*Photo Credit: Confetti & Joy Photography*

### **What is the RLA Vendor Discount Program?**

The Ridgefield Lakes Association partners with area businesses to offer small discounts to our members. As a RLA Partner, you will benefit from greater community awareness of your business. We strive to connect businesses with the community they serve while simultaneously encouraging our members to hire and shop locally! Your participation will also contribute to our membership growth efforts by incentivizing residents to join the RLA which in turn supports our mission of maintaining and improving the Lake environment in which many Ridgefielders enjoy today!

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## **What are the benefits?**

The RLA Vendor Discount Program offers unique marketing opportunities and visibility for your business. We will:

1. List your business on our Ridgefield Lakes Association Vendor Program webpage.
2. Feature your business on our Facebook page through a Vendor/ Merchant of the Month post.
3. Mention your business at RLA hosted events such as the annual summer picnic and WatabaFest held in the Fall.
4. Encourage families to visit your business when they are in town.
5. Promote your business promotions or discounts in a quarterly Vendor Discount newsletter.
6. Participate in sponsorship/fundraising opportunities for additional exposure.

## **How does it work?**

The RLA Vendor Discount Program is a flexible program tailored to your business' needs. As a new partner, you determine the discount you wish to offer. The RLA will send you a vendor code which will be shared with our members in good standing so that you can track the business that the RLA vendor program drives. Vendors may modify their discount(s) and promotion(s) at their discretion; we ask only that you notify us in advance if you plan to change or cancel your discount offer.

## **Is there a fee?**

No! Aside from the value of the discount you provide (which is completely at your discretion), there is no cost to participate in the RLA Vendor Discount Program. However, if you'd like to donate to the RLA, you can do so here: <https://www.rainbowlake.org/membership/> and be listed as a "Friend of the RLA" on our website!

## **How do I join?**

Joining the RLA Vendor Discount Program is quick and easy. Simply contact Carolyn Griffiths at [carolyn.joy.griffiths@gmail.com](mailto:carolyn.joy.griffiths@gmail.com). We'll send you a vendor discount agreement form which you will complete, sign, and return to us. The agreement is valid for one year (September 1 through August 31 of each year), but you can join anytime.