



# OREGON LAVENDER ASSOCIATION

*Supporting lavender-based industries in the Pacific NW*



## Benefits of Membership:

- ✓ Attendance at 4 informative membership meetings every year, each with an educational component featuring experts in the industry, demonstrations, presentations, and/or panel discussions
- ✓ Inclusion in an established support network of lavender lovers, lavender growers, and lavender craftspeople
- ✓ Information exchange on topics such as regional advice on growing and marketing lavender products
- ✓ Group buying power (plants, landscape cloth, supplies)
- ✓ Access to OLA library of lavender resources
- ✓ Inclusion in and access to a directory of all OLA members
- ✓ Membership in a non-profit organization
- ✓ Participation in OLA educational events such as distillation demonstrations, lavender cuisine samples, etc.

### **Membership + marketing add-on:**

- ✓ All the benefits of general membership as detailed above
- ✓ Listing on well attended Oregon Lavender Destinations website ([www.oregonlavenderdestinations.org](http://www.oregonlavenderdestinations.org)) with link to member's Web site (with more than 10,500 visitors per month in the summer) and Facebook page link (average 25,000 page views in summer months)
- ✓ Listing on a Festival map, with 20,000 plus copies distributed to tourism locations, B&Bs, wineries, garden centers, and gathering spots such as restaurants and coffee shops
- ✓ Advertising opportunities for your business such as listing in all OLA marketing efforts and publications
- ✓ Other benefits under investigation, such as group membership in organizations such as the Oregon Flower Grower's Association, online sales via the website, etc. -- tell us what you are interested in!

### **Membership + Festival Participation:**

- ✓ All benefits included in the General Membership with the marketing add-on as detailed above
- ✓ Promotion in festival advertising materials such as posters & postcards
- ✓ Expanded listing on a Festival map, with 20,000 plus copies distributed to tourism locations, B&Bs, wineries, garden centers, and gathering spots such as restaurants and coffee shops
- ✓ Participation in a well-established, successful, and growing festival with wide advertising exposure
- ✓ Group rates on festival signage, printed and promotional materials
- ✓ Help from other members to identify and promote unique strengths of each business
- ✓ Resource for vendors, bands, food, etc. for individual farms during festival weekend
- ✓ Option of having artists visit your business during the Oregon Lavender Festival Paint-Out and having paintings of your site displayed in the festival's highly popular Art Show
- ✓ Other benefits under investigation