



Food Enterprise Membership Application

Business Name:		
Contact Name:		
Mailing Address:		
City:	State:	Zip Code:
Contact Telephone:		
Fax:	Email:	

Do You Consider Yourself A:

Restaurant Grocer Caterer Specialty Store Other _____

Are You Currently Buying From Local Farmers? Yes No

If Yes, what percentage local products do you buy in:

Spring _____ Summer _____ Fall _____ Winter _____

What types of products do you buy/want to buy locally?

Put "B" next to products you buy locally and "I" next to products you'd like to buy locally:

Produce	Beef	Pork	Lamb
Poultry	Eggs	Cheese	Other Dairy
Other Meats	Other Products:		

To insure the Buy Fresh Buy Local label and materials retain their integrity, I agree to:

- Begin, increase or sustain my purchases from local producers in the next year
- Communicate in whatever means is appropriate for your restaurant that you feature local farm products. (For instance – table cards, on your menus, in literature, on your website.)
- Provide verifiable indicators of buying local food

Signature _____ Date _____

Flip sheet to other side to choose membership level

Membership Cost and Benefits

Check Category	Level	Cost	Benefits
k	Tier 1	\$150	<ul style="list-style-type: none"> • 2 hours per year of consulting on connecting with local farmers, how to use buy local materials, marketing support, material creation and placement. These services are valued at \$65/hour • Listing in Local Food Guide -This is available to you if you are currently buying locally (ad is separate cost). The listing includes a 50 word description • Copy of the Fair Food Wholesale Guide - listing local farmers that sell to wholesale markets • BFBL toolkit - including membership label, BFBL label and logo, ad and poster templates, fonts, colors, messaging • Participation in Buy Local Week • BFBL window decal • Free admission to events including - Farmer Chef Gathering and Farm Tours • Greater Philadelphia Tourism Marketing Corporation marketing initiatives including farm to table tours, farm fresh lists, press releases, tourist packets • Listing on www.buylocalpa.org, www.foodroutes.org, www.localharvest.org and eatwellguide.org website • Access to Fair Food's consumer market research
k	Tier 2	\$300	<ul style="list-style-type: none"> • The Benefits of Tier 1 + • 6 extra hours per year of consulting - connecting with local farmers, how to use BFBL materials, marketing support, material creation and placement. These services are valued at \$65/hour • Basic Buy Local promotional materials - 2 window decals, 1 bumper sticker, 1 poster for restaurant • Lead partner in the Buy Fresh, Buy Local Campaign - will receive listings in promotion to media and tourism packets. This may include dining accordion cards, bookmarks, brochures, e-promotions (such as Fair Food E-Newsletter and GoPhila E-Newsletter), and stories in local and national media. • Promotion through Buy Local Week - media exposure, materials, involvement in events including dine out events, Local Food Street Festival, and our Kick off Celebration drawing 1000's of consumers
k	Tier 3 – sponsor level	\$800	<ul style="list-style-type: none"> • 6 extra hours per year of consulting on connecting with local farmers, how to use buy local materials, marketing support, material creation and placement (totaling 13 hours) • Personalized Buy Fresh Buy Local Materials - BFBL signs with your store/restaurant name on it • Lead sponsor for Buy Local Week - listed on all promotional materials as lead sponsor.

			<p>This promotion is a value of \$12,000+. This includes:</p> <ul style="list-style-type: none">o 2 City Paper ads - one in June and one in July (readership is 100,000)o Mentions in print, radio and broadcast media with the help of Rocket Marketing Inc.o Listing and 50 word description in Local Food Guideo Logo on all marketing materials including: Buy Local Week "program/listing of events", media packets, fliers, posters. - These materials will be seen by thousands of consumers. <p>Your business will be listed as a lead sponsor at all Buy Local Week major events including: kick off celebration at Yards Brewing Company (reaching at least 400 consumers) and the center city street festival outside the Reading Terminal Market reaching as many as 2000 people.</p>
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Return this to Bridget Croke - Address: 3428 Sansom Street, Philadelphia PA 19104
Phone: 215.386.5211 x102 Fax: 215.386.1185 bridget@buylocalpa.org