



ALA Preferred Vendor Application

Business Information

Business Name: _____

Address: _____

Contact Person: _____

Email: _____

Phone Number: _____

Website / Social Media: _____

Branding Materials

Please attach any PDF logos or brand assets you would like ALA to use for website advertising and promotional placement.

Preferred Vendor Offer

Provide a special offer exclusively to ALA members when they present their membership card.

Your Offer:

Example Offers:

- Restaurants: 10% off total bill, free appetizer, Happy Hour pricing specials.
- Retail & Shops: Member-only discounts, rental discounts, free gift with purchase.
- Services: Reduced service rates, free consultations, member bundle pricing.

Annual Participation Terms

- Vendor will provide ALA with accurate business information and notify ALA of any updates.
- Vendor offer must remain valid for the duration of the entire calendar year unless mutually amended, renewable annually
- Vendor agrees to highlight and display that you are an ALA Preferred Vendor (for example: decal in your front window, on your menu, at your register, on your website, etc.)

- Vendor grants ALA permission to use logos, images, and business descriptions for promotional purposes.
- Vendor benefits include business and/or contact information, website listing, eblast features, and weekly highlights of the Preferred Vendors Program
- ALA reserves the right to update or modify the Preferred Vendor Program with or without notice

Signature

Authorized Representative: _____

Date: _____

Please return this completed form along with logo files to: marketing@ala-ca.org

An ALA representative will be calling you in response to your application shortly.