

Jacla B Photography



Western
MONTANA
Wedding Association

2021 MEMBERSHIP INFORMATION

Welcome

WHO WE ARE

Western Montana Wedding Association is a non-profit membership organization that promotes our business Members and the wedding industry in Western Montana.

Our Members do business at the sweet spot between talent, integrity, friendliness and professionalism. Every Member:

- Abides by a Code of Ethics
- Carries liability insurance
- Shares a burning mission to create unforgettable weddings

WE BELIEVE...

- In collaboration and community over competition.
- Our market is primed for growth, and our association fuels it (think Hawaii, Colorado, Las Vegas).
- There's strength in numbers.
- In referring to our fellow Members and helping each other succeed.
- In websites and magazines that are easy to use and lovely to look at.
- In getting your business in front of clients, so you can show how good you are.
- In keeping participation fees low. For now, that means just enough to cover actual Association costs, unburdened by employee salaries.
- Our relationships are catalysts for passion projects and fruitful collaborations.

Fast Facts

- Date Founded - 2014
- Operating Model - 501(c)(6) nonprofit
- Governance - Volunteer Board of Directors & Committees
- Geographic Reach
 - East to Cascade County
 - North to Flathead County
 - South to Beaverhead and Madison Counties
 - West to the Montana-Idaho boarder
- Legacy Name (retired) - Bitterroot Wedding Association
- Expansion Name Change - 2019

Night Owl Imagery



Jaela B Photography



Katy Shay Photog-



Ashley J Photo



Join Us!

BIG MEMBER BENEFITS

CREDIBILITY

“Association association,” Instantly elevate your business in the eyes of customers.

*Bonus: Wear it like a badge of honor, with your included Association Member logo.



NETWORKING

Connect at six Networking events, plus year-round involvement opportunities. Give and get referrals to build your business. Our tight-knit group forms friendships, pools knowledge and teams up on win-for-all projects. Run for office, vote, be on a committee, host a mixer—so many ways to become known.

Bonus: A lot of laughter (think Wedding Wars!) and a little free therapy.



New

BIGGER EXPOSURE TO YOUR NICHE TARGET AUDIENCE

Your marketing dollars are precious. Multiply your impact. Increase your frequency and reach. Coast on the collective strength of our multi-channel marketing.



GET FOUND ONLINE

Polished and professional, our website is a “hub” for busy clients focusing their research. And the busy traffic on WesternMontanaWedding.com doesn't dead-end at our URL. Find-a-Vendor functionality points straight back to you.

Bonus: Your link on our site juices your own SEO.



PREMIUM WEBSITE LISTING

A new opportunity to stand out by upgrading your Member listing with photos.

Bonus: Differentiate your business with your Premium response to this prompt: “The biggest thing that makes our business unique and special is:”



New

MAGAZINE – ADVERTISING & CONTENT OPPORTUNITIES

Stunning Member work is showcased in 92 sumptuous pages. Members Only. Just us. The triple bottom line:

- A no-charge business listing in your Member category
- The opportunity to buy competitively-priced advertising from our publishing partner, the *Missoulian*, with incentive pricing for larger ads
- The opportunity to have your work considered for the Magazine at no additional cost (styled shoots, articles)



Bonus: Targeted professional distribution, overruns for Members, and digital promotions.

DESTINATION FOCUS

Not just more leads, but better ones. Our exclusive Destination Strategy will micro-target affluent out-of-staters by geography, age, income and relationship status—bringing all of us more qualified leads.

Bonus: Growing our entire market to successfully compete for destination business.



New

STRONG, STRATEGIC SOCIAL MEDIA PRESENCE

Newly kick-started, our ‘Gram, Facebook and Pinterest channels (powered by Tailwind) are fed by an overflowing “vault” of post topics. 3x/weekly post cadence begins in March.

Bonus: Tag @westernmtwedding and hashtag your posts with #WMWA and #WesternMontanaWedding, share ours, and watch your followers grow.



UNLIMITED SOCIAL MEDIA UPGRADES

Your membership now includes one free social media post. Even better, Member Moments are your new low-cost opportunities for unlimited exposure, available in 3-post bundles.



GUEST BLOG

Blogging works because it's searchable, evergreen and "sticky." Submit interesting blog content for brides as a guest blogger (one freebie, upgrade opportunity after), and we'll fully link it to you and your business.

Bonus: If you want, we'll even help you write and edit. You're welcome.



FALL EVENT

First weekend in November, our Members meet clients face-to-face at our boutique, bespoke annual wedding events. Format varies (a Fair, a Tour, Engaged!, Bridal Haus), but whatever the twist, as a Member, you get first dibs to play.

Bonus: Members pay less than other Vendors—a LOT less.



MEMBERS-ONLY FACEBOOK PAGE

Just for us, this private group is the spot for the latest news, dates and involvement opportunities.

Bonus: It's also a discussion forum where Members can spitball ideas in private.



MEMBER EDUCATION

Three of six networking events will be mini-workshops, teaching topics to market and boost your business, like Branding Essentials and Styled Shoots 101.



CLIENT EDUCATION

Online, in print, and in events, we continually tell clients what's up in ways that make your life easier—everything from managing unrealistic cost expectations to tipping etiquette.

Bonus: Fewer brides saying they'd like plated dinners for \$5 or gigantic flowy bouquets for pennies because they'll grow the flowers.



VALUABLE PARTNERSHIPS

We're teamed with Destination Missoula and Bitterroot Tourism Bureau to pursue our common "come to the 406!" goals. As an Association and with our partners, we have clout. To tell the story of our industry's outsized economic impact. In return, we can seek grants and marketing money.



YOUR VOICE COUNTS

We ask what you want. Pinpoint your top goals. Data-driven, not emotion or opinion-driven. Then we pick Association priorities to match. We are 100% Member-operated. Run by Members, for Members.

Bonus: Free hugs and high fives for board members and committee chairs, who are busy, hard-working small business owners just like you.



Katy Shay Photo



Johanna B Photography



Jaela B Photography



Ashley J Photo



Rate Guide

ASSOCIATION MEMBERSHIP

Early Bird Renewal	\$175
Early Bird New Member	\$200
Standard Membership (3/1 and after)	\$225
Additional Category Listing*	\$30 per add'l category
Additional Business Listing**	\$87.50 per add'l business

*For Members with professional services in more than one vendor category. All categories must operate under an identical IRS registered business name.

**For Members with professional services operating under a second business name, registered with the IRS using identical contact information as the first business.

STRATEGIC ADD-ONS AND A LA CARTE OPPORTUNITIES

Magazine Advertising	Rates per the <i>Missoulian</i>
Fall Event (Fair, Showcase, Tour or Combo)	Rates per WMWA
Digital Upgrades	
• Premium Website Listing (3 photos)	\$30
• Member Moments Business Spotlight (3 social media posts)	\$25
• Guest Blog Post with your business links	\$30

PAYMENT OPTIONS

All Association invoices are payable **online only**. Cash and checks are not accepted.

Option 1	Pay in full	
Option 2	Quarterly installments, with convenience fee	\$10/quarter

Tami Renae Photography



Night Owl Imagery



Johanna B Photography



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Katy Shay Photo



Johanna B Photography



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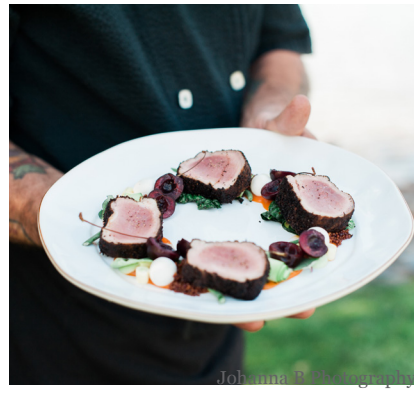
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Connect with us!

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 [@WesternMTwedding](https://www.instagram.com/WesternMTwedding)
[#WMWA](https://www.instagram.com/WesternMTwedding) [#WesternMontanaWedding](https://www.instagram.com/WesternMTwedding)

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