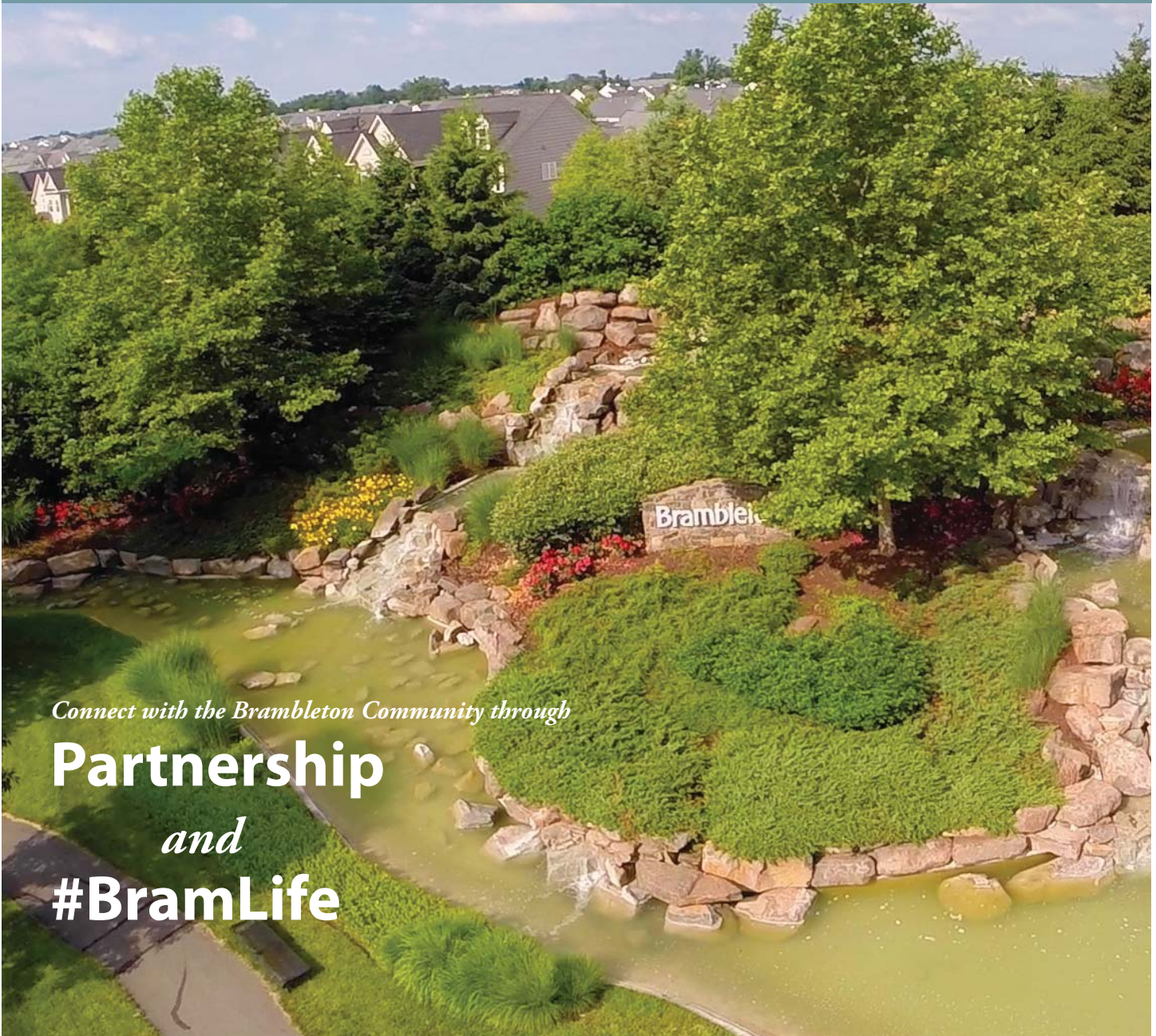




BRAM LIFE PASS 2018



Connect with the Brambleton Community through

Partnership

and

#BramLife

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Bram Life Pass
Brambleton Community Association

Partner With Us

Bram Life Pass

About Brambleton Community Association

Location

Brambleton Community Association is a large-scale, master homeowners association for the Brambleton community, located in Loudoun County, Virginia.

Population

Brambleton encompasses more than 2,000 acres, is currently home to over 5,500 households and over 20,000 residents, and will grow to nearly 9,000 single-family homes, townhomes, and condominiums.

Characteristics

Brambleton is known for its natural beauty and landscapes, numerous water features, outstanding amenities, events and programming which all create a tremendous sense of community.

Affiliations

Brambleton Community Association is a proud member of Community Associations Institute, National Parks and Recreation Association, and the Loudoun Chamber of Commerce.

Communications

Magazine: 5,000 household, reaching a population of over 20,000 residents

Facebook: 4,000+ likes; 2,000 daily post reach

Video: 1,200+ average views per video

BCA website: 474 average visits per day

Friday Flash: 5,025 subscribers

Instagram: 1,223 followers

Twitter: 700 followers



Connect with the Brambleton Community

Brambleton Community Association (BCA) is proud to partner with select Loudoun County businesses in the Bram Life Program. This program is designed to give Brambleton residents exclusive discounts and/or offers with participating Bram Life businesses. In return for partnering with BCA and the Bram Life Pass, BCA will advertise the partnering business at no cost on various BCA communication platforms.

To become part of the program, the business must meet a few requirements:

- Align with BCA's Mission, Vision, and Core Values. Alignment will be decided upon by BCA Staff and/or Board of Directors.
- Provide a unique offer that is not available to the general public.
- Located in Loudoun County, convenient to Brambleton, or available to travel to Brambleton.
- Be willing to consider partnering with BCA in other areas that are mutually beneficial.
- Will allow BCA to market, advertise, and/or be present on the business property during Bram Life Pass activities and events. Any such activity will be predetermined and approved by BCA and the Bram Life Partner.

BCA's Advertising offered to our Bram Life Pass partners:

- Presence on our BCA website with links to partner website.
- Facebook shout out once a month.
- Included in the Bram Life Pass monthly reminder in our Friday Flash.
- One video segment filmed at your location or on site in Brambleton. This can include one of your employees speaking or we can do it on your behalf.





BRAM LIFE PASS

Bram Life Participating Partner Contract

Please fill in the following information:

Business Name:

Contact Person: _____ Title: _____

Business Address:

Business Phone Number: _____ Cell Phone: _____

Email:

Business Website:

Business Social Media Pages:

Describe your Bram Life promotion in detail: _____

Are there specific days/dates/times for your promotion? If so, please describe:

For how long will this promotion be available to Brambleton residents? _____

- It is the responsibility of the Bram Life Participating Partner to submit in writing any changes that are requested to this contract. All changes must be approved by both parties.
- Brambleton Community Association will advertise to its residents your promotion using various communication methods.
- Bram Life Participating Partners are required to have residents show their Bram Life Pass to receive your offer.
- If it is found that Bram Life Participating Partners are not requiring residents to show their Bram Life Pass to receive the offer, this contract will be immediately terminated.
- If it is found that Bram Life Participating Partners are allowing non-residents the same offer, this contract will be immediately terminated.
- By becoming a Bram Life Participating Partner, it, in no way, implies endorsement by Brambleton Community Association.
- Brambleton Community Association is not liable for any discount/promotion that may prove invalid.

- Under no circumstances will Brambleton Community Association compensate Bram Life Participating Partners or residents for any discount or savings not realized.
- Brambleton Community Association will not assume any liability, obligation, or responsibility for any part of correspondence, promotion, or transaction that happen solely between the Bram Life Participating Partner and a resident.

By signing this agreement, both parties agree to the promotional terms being offered to Brambleton residents only.

Print Name

Signature

Date: _____

Dana Vinci,
Brambleton Lifestyles Manager

Date: _____

OFFICE USE ONLY

NOTES:

GM / DRS Approval Signature:

Date: