

# East Village Independent Merchant Membership Application

The East Village Independent Merchants Association strives to maintain the unique cultural characteristics of the East Village by recognizing, supporting and empowering local, independent retail in the neighborhood. Your membership dues go to a variety of programming initiatives, including the EVIMA Learning Series, neighborhood events and our annual Holiday Shopping Night.

EVIMA is a registered 501 (c) (6) organization.

Please fill out the below form and return to a member of EVIMA. Alternatively, it can be mailed with a check to **The East Village Independent Merchants Association, % The Neighborhood Preservation Center, 232 E 11th St., New York, NY 10003**

You can also sign up online by visiting [evima.org](http://evima.org) and clicking the 'Join EVIMA' button on the home page.

## Member Benefits

As an EVIMA Member you will benefit from the following:

- ✓ Branded joint marketing and advertising campaigns
- ✓ Free participation in the EVill Discount Card
- ✓ Participation in the EVIMA Holiday "Shop Local" Campaign
- ✓ Quarterly fundraising efforts made on your behalf
- ✓ Your member profile listed on the EVIMA website
- ✓ Constant event programming, and the ability to list your events on the EVIMA site calendar
- ✓ Access to the members-only EVIMA profile on TownSqd infoshare platform
- ✓ A liaison between you, your business, and relevant city officials and resources
- ✓ Members-only events and training sessions
- ✓ The full support of partner organizations and their resources
- ✓ More! Visit [evimanyc.org/joinevima](http://evimanyc.org/joinevima) for additional information

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Applicant Name

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Business Name as you would like it to appear on your member profile

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Business Address

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Please provide a brief description of your business. Fun things for us to know include how long you've been in the neighborhood, a bit of history on your building or business, what you specialize in, etc.

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Business Hours

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Email Address (we will never share your information with third parties)

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Website (if applicable)

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Referral Name (Please only write the name of someone if they specifically referred you to EVIMA)

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Phone Number (we will never share your information with third parties)

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Twitter, Instagram and / or other social media handles (if applicable)

**Please enclose a check for \$75 if you are submitting an "Early Bird" application before July 31st. If your application is submitted after July 31st, you should submit a check for \$150. Please note that if we receive an application postmarked after July 31st you will be invoiced for the remaining balance of membership dues. All checks should be made payable to The East Village Independent Merchants Association, with your business name written in the memo portion of your check.**

**ALL MEMBERSHIPS LAST THE LENGTH OF ONE CALENDAR YEAR.**