



ASSOCIATE MEMBERSHIP PROGRAM

BE PART OF THE CALIFORNIA RETAILERS ASSOCIATION NETWORK

The California Retailers Association represents California’s diverse retail industry. CRA members represent every segment of the retail community and the Association is one of the most effective advocates for supermarkets, chain drug stores, general merchandise and on-line markets before the California State Legislature. CRA works closely with senior officials of more than twenty-five boards and administrative agencies to achieve sensible and practicable policies and regulations on behalf of its members.

Your Associate Membership in CRA brings you closer to retailers who are shaping the future of the industry in California. Through relationships and dialogue with leading California retailers, you will develop deeper relationships and gain a better understanding of issues important to them.

BECOME A CRA ASSOCIATE MEMBER AND....

- Be the first to hear of opportunities to sponsor CRA events throughout the state.
- Be up to date on Association issues and advertise in our e-newsletter.
- Have an opportunity to participant on our Public Affairs Committee (bi-weekly conference calls during the California Legislative Session) for up-to-date information on pending legislation.
- Have the opportunity to participate with CRA Leadership at our Legislative Day at the State Capitol, Annual Meeting, Legislative Reception and special events throughout the year.

	BASIC ASSOCIATE MEMBER \$5,000	GENERAL ASSOCIATE MEMBER \$10,000	ELITE ASSOCIATE MEMBER \$15,000
Sponsored article in CRA Quarterly Newsletter (per year)	One	Two	Four
Opportunity to participate in the Public Affairs Conference Calls	One Representative	Two Representatives	Four Representatives
Opportunity to participate on CRA committees or workgroups	One committee or workgroup	Two committees or workgroups	Four committees or workgroups
Discounts to CRA events	10%	15%	25%
Logo on CRA Social Media Outlets	One Post	Three Posts	Five Posts
Logo on CRA’s website	Name Listing Only	✓	✓
Speaking Opportunity at CRA select events			✓

Associate Premier Membership:

CRA offers a limited number of Associate Premier Memberships for companies that want more visibility within the Association. Premier Members pay annual dues of \$25,000 (plus an annual PAC/Educational Fund contribution). This membership tier is extended at the invitation of the Board of Directors Nominating Committee.

Contact CRA@calretailers.com for more information about the Associate Premier Membership program.