

Missouri Rhine Valley Association Member Designation and Benefit Policy

When considering membership in MRVA, please use the following criteria. Please do not hesitate to contact the Missouri Rhine Valley Association at: 636-456-3444 or 636-583-5141 with any questions.

Member Level Designation:

Individual Member

An individual whose primary residence or place of work is within the region. The Individual investment level is provided to enable an individual to stay closely connected within the MRVA region, and use the MRVA resources to promote his/her individual products or services, without the benefits of representing and marketing a specific business or organization.

Individual members:

1. Do not have an open-to-the-public location/studio;
2. Do not have employees (including family);
3. Are smallholding or hobby farm producers who:
 - a. Do not have farm expenses or farm taxes as designated by the State of Missouri;
 - b. Maintain small acreage without expectation of it being a primary source of income;
 - c. Maintain said small acreage as valued primarily for its rural lifestyle.

Each Individual member shall have only one vote.

Business/Organization Member

A business, institution, or other legally defined organization that has its primary office located within the region. The business/organization investment level is provided to businesses looking to further their opportunities to make new business contacts, have additional visibility across related business categories, have additional visibility across the MRVA region, have a link from the MRVA's website to the business' website, and be eligible to sponsor a number of MRVA programs and events.

Business/Organization members:

1. Might have an open-to-the-public location/studio;
2. May have one or more employees (including family);
3. May be established as a proprietorship under the laws of Missouri;
4. May be a small or large holding producer who:
 - a. Has farm expenses or farm taxes as designated by the State of Missouri;
 - b. Has a goal of said operation being a primary source of income.

Said business shall designate one of its members to represent it at the membership meetings of the MRVA. Each business/organization member shall have only one vote.

Friend of the Region Member

Friend of the Region membership is the only option for a person or business outside of the region. People within the region may also join at the Friend of the Region investment level if they have no need for Individual or Business/Organization membership benefits.

Friend of the Region was created for persons who wish to support the mission of MRVA by contributing financially to its success and would like to be kept aware of MRVA progress.

Friend of the Region members do not have voting rights. Please see Member Benefits for other restrictions.

Member Level Benefits:

Individual Member Benefits:

Individual members will receive a MRVA member card with ID number and use of the following privileges and benefits:

1. Use of MRVA logo on products consistent with by the MRVA Logo Use Standards Policy, approved by the membership, and protected by the governance committee*.
2. Subscription to MRVA newsletter.
3. Contact listing and web link on MRVA website.
4. Opportunities to purchase ad space on regional marketing items.
5. Visibility through MRVA promotional efforts, such as radio interviews, news releases, MRVA attendance at key events, public relations packets and brochures about the region and MRVA, etc.
6. Discounts on educational workshops and programs.
7. Discounts on booth space and entry fees for MRVA events and festivals.

***Logo:** If an individual has need for use of the MRVA Logo on products or services, an application for said use is to be submitted to the MRVA Logo Use Governance Committee. Use of the logo is not automatic, is subject to the limitations as placed by the membership, and protected by the Governance Committee. See the MRVA Logo Use Standards Policy for directions of use and an application.

Business/Organization Member Level:

Business/Organization members will receive one MRVA member card with ID number, a MRVA logo decal to be displayed at their place of business, and use of the following privileges and benefits:

1. Use of MRVA logo on products consistent with the MRVA Logo Use Standards Policy, approved by the membership, and protected by the MRVA Logo Use Governance Committee*.
2. Subscription to MRVA newsletter.
3. Contact listing and web link on MRVA website.
4. Listing on the regional on-line map (if applies).
5. Opportunities to purchase ad space on regional marketing items.
6. Listing in the MRVA Guide to Regional Foods (if applies).
7. Visibility through MRVA promotional efforts, such as radio interviews, news releases, MRVA attendance at key events, public relations packets and brochures about the region and MRVA, etc.
8. Discounts on educational workshops and programs.
9. Discounts on booth space and entry fees for MRVA events and festivals.

***Logo:** If a business/organization has need for use of the MRHA logo on products or services, an application for said use is to be submitted to the MRVA Logo Use Governance Committee. Use of the MRVA logo is not automatic and is subject to the limitations as placed by the membership, and protected by the Governance Committee. See the MRVA Logo Use Standards Policy for directions of use and an application.

Friend of the Region Member Level:

Friend of the Region members will receive a MRVA member card with ID number and use of the following privileges and benefits:

1. Free newsletter and event schedules.
2. Discounts on education workshops and programs.

Limitations: A Friend of the Region:

1. Does not have voting rights at membership meetings;
2. Cannot be elected or appointed to board positions;
3. Cannot participate as a provider at MRVA member only festivals & events or at MRVA sponsored booths;
4. Does not have access to other Individual or Business/Organization member benefits.

***Logo.** Friends of the Region cannot use the MRVA logo on any product or services.