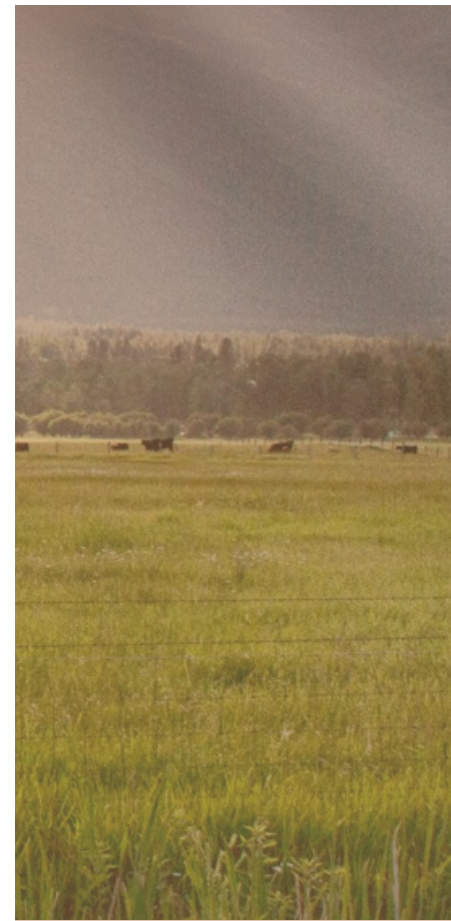




ABOUT THE BWA • THE MONTANA WEDDING INDUSTRY • WHY JOIN?



www.BitterrootWeddingAssociation.com





WHAT IS THE BITTERROOT WEDDING ASSOCIATION?

The BWA is a group of vendors, who want to bring more wedding & event related business to the Bitterroot Valley. If you've planned a wedding in the Valley yourself, you know that business in "small town Montana" is based hugely on referrals (which is great!). But sometimes finding the perfect vendor who actually works in the Bitterroot Valley is challenging. You can pay exorbitant amounts to advertise your own business, or spend years trying to get the top spot on Google search . . .

OR you can join our association, and be a part of the only directory in the area that lists all active vendors who want to be found and hired!



WHY DOES THE BITTERROOT NEED THIS ASSOCIATION?

The Bitterroot Valley is an absolutely beautiful location for couples to tie the knot. One could argue that it's just as beautiful as the established wedding destinations like Bozeman or Whitefish. Contrary to popular belief, average wedding budgets between the locations don't vary that much (see the following page for statistics). So why isn't the Valley receiving more business? The Bitterroot Wedding Association simply believes that it's because it's not easy to plan a wedding in the Valley—vendors can be hard to find. With this online database, the right marketing (which we'll provide), and great partnerships with others who want to see more business, we will ALL benefit!

BITTERROOT WEDDING ASSOCIATION

O: 406-219-7840 C: 406-880-0592

BitterrootWeddingAssociation@gmail.com

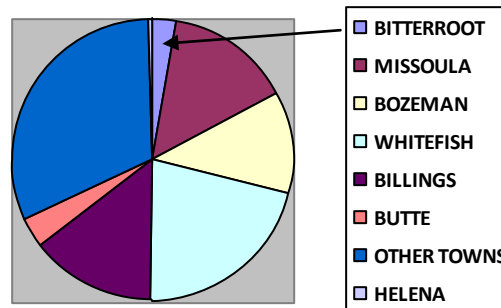
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MONTANA WEDDING STATISTICS

Are you familiar with the wedding industry statistics throughout Montana? Let's see how the Bitterroot Valley sizes up, compared to other popular locations.

Number of Montana Weddings



MONTANA WEDDINGS

AVG # of weddings 7000 per year
 AVG wedding cost \$21,100
 MARKET VALUE \$156 Million
 AVG # of guests 120-130

THE BITTERROOT VALLEY

AVG # of weddings 200 per year
 AVG wedding cost \$20,600
 MARKET VALUE \$4 Million
 AVG # of guests 100-115

Wedding business in other areas

MISSOULA

AVG # of weddings 800 per year
 AVG wedding cost \$21,600
 MARKET VALUE \$17 Million
 AVG # of guests 110-120

BILLINGS

AVG # of weddings 1000 per year
 AVG wedding cost \$23,400
 MARKET VALUE \$24 Million
 AVG # of guests 130-140

BOZEMAN

AVG # of weddings 1000 per year
 AVG wedding cost \$24,000
 MARKET VALUE \$19 Million
 AVG # of guests 130-140

BUTTE

AVG # of weddings 400 per year
 AVG wedding cost \$19,200
 MARKET VALUE \$5 Million
 AVG # of guests 100-110

WHITEFISH

AVG # of weddings 1400 per year
 AVG wedding cost \$21,900
 MARKET VALUE \$31 Million
 AVG # of guests 115-125

HELENA

AVG # of weddings 350 per year
 AVG wedding cost \$22,800
 MARKET VALUE \$8 Million
 AVG # of guests 125-135

The average wedding in the United States costs \$29,900, and the average number of guests is 135.

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WHY JOIN THE BWA?

1. We're the ONLY resource for planning a Bitterroot Valley wedding

Nothing like this web database existed until now. The database is readily searchable, and makes finding vendors extremely easy.

2. We advertise for you

We advertise the Association in print, online, and through social media. We will attend local wedding shows on behalf of our vendors, and partner with other organizations who pursue industry growth in the Valley. Driving business to our website will in turn drive business to you.

3. BWA Membership is AFFORDABLE

We're only charging \$100 for those who join before November 15. After that, pricing will go up to \$150 for a year membership.

4. Your dues are invested back into the Association

The BWA is working hard to bring more clients to the Valley. Each membership dollar is 100% invested back into the BWA, to do more advertising and marketing. As membership levels grow, so will the amount of advertising, in turn growing the Association further! We are LOCAL vendors ourselves, with a goal of growing the long-term wedding business in the area, not making a quick profit.

5. Qualified Wedding Leads

Our website will collect leads, and we'll send them out monthly to all vendors.

6. Networking

We'll host networking events during the off-peak season, so we can grow & support each other as a community. We're looking for sponsors for these events to showcase their services.

7. We're bringing more business to the area

When you look at the statistics for the Valley compared to other areas in Montana, we're at the bottom of the list. But why? We have a lot to offer! Providing an easy resource to plan weddings in the area will provide more business. And we're also working hard to bring more destination weddings to the area as well. Tourism provides over \$200 million dollars to Montana each year. We should be getting a piece of that pie.

8. Keeping you in the loop

We'll send out a monthly email newsletter with trends, vendor spotlights, Association updates, and more!

9. Member discounts

Fellow vendors offer discounted services to assist you in growing your business.

10. We're a Professional Association

To become a member, you must agree to follow our code of ethics. We want the name "Bitterroot Wedding Association" to be a trustworthy source for couples, and we want you to be proud to be a member.

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