



# Benefits of Membership

## **GIVING BACK TO THE COMMUNITY**

The San Antonio River Walk Association produces nearly two dozen free festivals, parades, and events on the River Walk each year including the St. Patrick's Day Parade and Festival, Mardi Gras Parade, Festival and Gala, Armed Forces River Parade, Parade of Lanterns, Royalty Coronation, Haunted River Parade & Festival, and the Ford Mariachi Festival.

Your membership helps support these community events that help make the River Walk "The Heart and Soul of Texas." Other events produced by the San Antonio River Walk Association include Drift and Dine, the Ford Holiday River Parade and Lighting Ceremony, Ford Luminarias, Ford Holiday Boat Caroling and seasonal Hilton Artisan Shows.

## **VOTING PRIVILEGES**

As a member, you will receive full voting privileges for Board of Director elections as well as for other issues presented to the membership by the Board of Directors.

## **A UNITED VOICE**

As a united voice for over 150 hotels, restaurants, retailers, suppliers, and tourist attractions, SARWA works to educate local and state leaders on issues affecting the tourism industry and the River Walk.

## **OPERATOR MEETINGS**

Each month, managers and senior personnel come together at our Operator Meetings to hear messages from various entities including City departments and organizations that affect the operations of the River Walk. Members have the opportunity to share and discuss their thoughts on issues of concern, learn about events and areas to increase their business.

## **MEMBER MIXERS**

Each month, SARWA hosts member mixers at various member establishments, offering members an opportunity to network, & connect with and promote your business with others in while the tourism industry.

## **COMMITMENT TO A COMMON FUTURE**

Most importantly, as a member of the San Antonio River Walk Association you are part of a forward-thinking organization dedicated to the preservation and promotion of San Antonio's Crown Jewel, the River Walk.

## **DISCOUNT ON ADVERTISING IN RIO MAGAZINE AND THE SAN ANTONIO RIVER WALK.COM**

As a member, you receive measurable discounts on your advertising in Rio Magazine and online advertising on our website. In most cases, dues are more than offset by the savings realized on your advertising dollar.

## **ADVERTISING MEDIUMS**

SARWA offers many options for businesses to advertise to the over 13 million visitors of the River Walk yearly. SARWA strives to promote business on the River Walk and grow the revenues of our members through effective marketing.

## **RIO MAGAZINE**

- Monthly Magazine dedicated to educate and entertain tourists
- Includes the official map of the River Walk, as well as maps of downtown and San Antonio

## **[WWW.TheSanAntonioRiverWalk.com](http://WWW.TheSanAntonioRiverWalk.com)**

- The River Walk's official website
- #1 listed site with popular search engines such as Yahoo, Google and MSN

## **SOCIAL MEDIA**

- Use our interactive social media platforms – Facebook, Twitter, Pinterest, and Instagram.