



## Membership Tiers Overview

**This membership level is right for you if:**

**Key benefits or upgrades at this level include:**

**CORE  
\$650**

You support the mission of the CRA and want to take advantage of core member benefits with opportunities to increase your visibility throughout the year. You may have less of a budget up front, but you want year round flexibility to choose when and where to invest your time and money.

Business listing in CRA Member Directory CRA emails and special event invitations, member exclusive savings opportunities, and promotional use of CRA Allied Member logo.

**ADVANTAGE  
\$2,500**

You want all the benefits of core membership plus increased value up front when it comes to visibility. You still want to control your annual spend as you see fit, but you want enhanced benefits at high impact touchpoints. You value long term partnerships and wish to grow with the CRA.

Enhanced business listing in CRA Member Directory, CRA member list for direct mail marketing campaign, annual business promotion in CRA webinar or email and CRA Board packet, and your business listing in annual CRA member packet (digital only if past deadline).

**PRIME  
\$10,000\***

You are an industry leader in your category and a highly engaged partner of the CRA. Your primary focus is to support the health and growth of the industry, but you also value premium positioning. You are budgeted for high visibility partnership and appreciate a comprehensive investment plan. Giving back to the community is an integral part of your corporate culture.

Premium business listing in CRA Member Directory with top level positioning, exclusive VIP access opportunities, elevated branding in CRA marketing, dedicated email sent to CRA database, elevated promotion as Prime Partner including business logo on dedicated page on CRA website.