



Association Membership

(State and local coaches, judges, and official's associations)

What is SITA's Mission?

The Spirit Industry Trade Association (SITA) seeks to provide networking opportunities for US and International spirit companies, associations, gyms, and industry professionals to exchange ideas and share benefits while working toward the positive development of the spirit industry.

What are current Association Members Saying?

"SITA provides our state association the opportunity to remain in the forefront of the ever-changing spirit industry. In addition, the other SITA partners provide us priceless relationships ensuring our success year after year. "

- **Mickey Klement, Cam Munson, Pam Dorner-Saxhaug**, Illinois Cheer Coaches Association

How can our Association use SITA?

SITA can help Associations plan and execute successful State Championships, Regional Championships, State Conferences, etc.

Association Members can use SITA's Member to Member Benefits' List to benefit their own organization's membership by using SITA's discounts to complete Coaches Certification Courses, bulk order bows, practice wear and uniforms, or advertise their association in an industry magazine.

Cut out the middle man! SITA will introduce Association Members to potential vendors for Annual Coaches' Conferences, Championships and workshops.

Need new judges, speakers, or Emcees for your events? As an Association Member, you will have access to SITA's Industry Professionals' Database which includes Judging Professionals, Emcee's, Announcers, and Speakers.

Are you a new association? SITA can give you the tools and resources required to build your organization from the ground up and ensure expansion and success for upcoming years.



Whether you have been in the industry for 10 years or you are trying to break into the spirit market, here are other services SITA offers to its members:

- One-on-one meetings with other SITA members
- Access to exclusive Member to Member Benefits list
- Inclusion in SITA Classifieds E-Newsletter, where members can reach over 5,000 readers
- Highlighted in Member Spotlights in the Bi-Monthly Newsletter, which reaches over 5,000 readers
- Participation in networking opportunities with the nation's leading cheer and dance companies
- Inclusion in SITA's MySpace.com and Facebook.com pages
- Live links from the SITA website to member website with company description and logo
- Recognition of outstanding service and participation in the spirit industry through the SITA Awards
- Participation in philanthropic opportunities
- Access to the Member's Only Section of the SITA website

Additional Benefits and Upcoming Meeting Dates:

As a SITA member, you will also be able to attend SITA's General Membership Meetings and SITA's acclaimed Annual Meeting & Awards Gala (at the Member's Discount Price). SITA Meetings are the perfect opportunity to build working and personal relationships with some of the nation's leading Spirit Industry Professionals. *(Meetings are not mandatory)*

General Membership Meeting
January 12, 2010
Ft. Myers, FL

2010 Awards Gala & Trade Show
July 22-24, 2010
New Orleans, LA
JW Marriott

General Membership Meeting
October 5, 2010
St. Louis, MO

www.SpiritIndustryTrade.com

Who do I contact for Questions regarding Membership?

Please contact SITA's Executive Director, Tara Bencomo, who will be happy to walk you through the membership application and answer any questions you may have. Contact Tara at Tara@SpiritIndustryTrade.com.