

- **Directory**

The RARES Service Directory is published online. It contains information about your program discount and is used as a resource by the General Members when they are promoting your program or service (e.g., costs, hours, limitations, etc.)

For an additional charge (\$75.00) a complete mailing and telephone list of our General Member representatives is also available, either electronically or hard copy- providing an excellent means for you to make one-on-one contact.

- **Newsletters**

“What’s Hot” is published throughout the year and is available (based on space availability) for promoting your program or products.

- **Marketing Assistance**

As a RARES Associate Member, you may distribute promotional materials and promote your program directly to member employees and their families. Advertising space on the RARES web-site and/or newsletter is available to you at nominal rates.

Our most successful Associate Members work closely with the RARES association to offer substantial discounts and take advantage of the advertising and promotional opportunities afforded by RARES to offer a real value to the RARES membership.

- **Vendor Fairs & Special Events**

An annual Vendor Fair and other special events are held each year. These events are an opportunity for Associate members to showcase their program to our General Members and provide the opportunity to network with General Member representatives face –to-face. Fees may be applicable .

Membership in RARES places you among some of the finest corporations in Upstate New York. There are over 185 General Members with 132,000 employees and the numbers are still growing! Here is a *partial* listing of our General Members:

ABVI-Goodwill
 Ajilon
 Bausch & Lomb
 Catholic Charities Community Services
 CP of Rochester
 Crestwood Children’s Center
 Damascus Shriners
 Electromark Co.
 Firth Rixson Monroe
 Harris Interactive
 Kirkhaven
 Monroe Boces # 1
 Nagle Nunc Company
 Pfaulder Company
 Rochester Gas & Electric
 Rochester Home Builders
 St. John Fisher College
 Staples Business Advantage
 Terphane
 Unity Health System
 Westfall Surgery

ADT Security Services
 ARC of Orleans County
 Canandaigua National Bank
 Catholic Diocese of Rochester
 City of Rochester
 Datrose
 East House
 Exxon Mobil Chemical Co.
 General Motors R & D
 Harris RF Communications
 Lifetime Assistance
 Monro Muffler & Brake
 Paymate Professional Services
 Plaza Sports Medicine
 Rochester General Hospital
 Stantec
 Steuben ARC
 Sutherland Group
 United Way of Greater Rochester
 United Memorial Medical Center
 YMCA

The Regional Area Recreation & Employee Services Association



Representing over 132,000 Employees
 An association which helps companies
 increase employee retention and build corporate morale !

We want your business too!

Associate Membership Brochure
 For businesses who wish to market discount products and services to our
 members

WWW.RARES.org

RARES, 395 Garnsey Road, Pittsford, NY 14534-4543 585-503-8160

MEMBERSHIP CATEGORIES

Associate Membership

- Associate Membership was created for businesses such as yours to expand your revenues by offering goods and/or services at a discount to the 132,000+ RARES General Membership. It is the goal of RARES to utilize its collective “buying power” to maximize the savings available to its members.
- As an Associate Member (also referred to as Vendors), you agree to offer RARES members a significant discount on the goods or services you provide. There is also a small annual membership fee (it varies depending upon your level of participation and advertising. Further, you agree to honor the negotiated discount for one full year to our General Members.
- In return, we ask that you support RARES by displaying the RARES logo in your business, providing information about RARES on your web-site or links to the RARES web-site, and finally by encouraging other businesses and companies to join the organization.
- Our Associate Members are also encouraged to take advantage of our online advertising packages at reduced rates as well as advertise in our newsletter. This additional revenue will help us subsidize our monthly expenditures.
- All Associate participants will receive a standard listing on our web-site discount page. This page is only available to our 132,000+ employees who have a password protected log-in account. Additional links to your business, or to a separate information page, as well as a General Member Directory of company representatives are available for a nominal fee (\$75.00 annually)

General Membership

General Membership is designed for businesses or community organizations interested in enhancing, developing or starting employee services programs within their companies. General membership into RARES will provide employees with discounts on goods and/or services, which are provided by our Associate Members. We currently have over 185 General Members with a total employee population of over 132,000 people!

WHAT IS RARES?

RARES is a professional, non-profit organization comprised of two types of membership – Associate Members, or vendors, who provide discounts on goods or services to the RARES membership, and General Members who are the businesses that join to offer these same discounts to their employees. All General Members nominate a RARES Representative to serve as their contact point with RARES and who disseminates information to that company's employees. Most of these RARES representatives are Human Resource Directors or Benefits Specialists who work in employee benefits, services, and/or recreation fields. In essence, the association exists to both increase employee retention and build corporate morale.

PURPOSE OF RARES

Our General Membership pays an annual fee to access timesaving resources, tools, and information about discounts and free services available to their employee members. RARES provides the following service to our General Members:

1. Self-contained discount information conveniently displayed on web-site and newsletter mailings;
2. Often the most significant discounts available in the Rochester area;
3. One stop-shopping for consignment tickets – the opportunity to purchase tickets (consignment and pre-pay) from one vendor (the RARES office) as opposed to many separate entities;
4. Minimized time spent talking with sales reps concerning discounts;
5. Easy employee access to discount information via the web-site;
6. Opportunity to network with other professionals about employee benefits and needs.

Associate Member Requirements

- Offer RARES members a significant discount on services or products for at least one full year
- Support & promote the RARES Association whenever possible through referrals or utilization of the RARES logo.