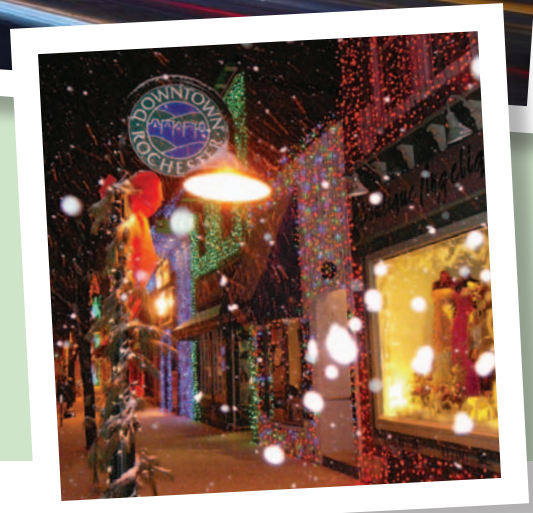


The Big, Bright Light Show Membership Program is an initiative of the Rochester Downtown Development Authority (DDA). The mission of the Rochester DDA is to maximize the economic development potential of Downtown Rochester for the benefit of the community by maintaining an ongoing, comprehensive downtown management program with broad-based community involvement, seeking reuse of historic and architecturally significant buildings whenever possible, respecting the natural environment, and by preserving downtown's overall unique historical character.



Rochester DDA
308 ½ Main Street
Rochester, MI 48307

248.656.0060
www.DowntownRochesterMI.com



**MEMBERSHIP
PROGRAM 2009**

Why Should I Join?

Are your pets named after reindeer? Do you love egg nog? Do you listen to Christmas carols year-round? Do you have so many Christmas lights on your house that it is declared a “no fly” zone?

If you answered “yes” to any of these questions (don’t worry, we won’t tell anyone), The Big, Bright Light Show Membership Program is for “yule”!

100% of all memberships support continuation and expansion of The Big, Bright Light Show, Downtown Rochester’s dazzling holiday light display unlike any other in the state of Michigan.

For \$35, Your Big, Bright Membership Includes:

- ♦ **The Downtown Rochester Big, Bright Bonus Book – featuring discounts and special offers from your favorite downtown merchants**
- ♦ **Limited Edition Members-Only Downtown Rochester Christmas Ornament**
- ♦ **Members-Only Newsletter**
- ♦ **Exclusive Invitation to The Big, Bright Light Show Sneak Preview Event**
- ♦ **Recognition of membership on www.DowntownRochesterMI.com**

All membership benefits are valid through June 30, 2010. For more information, call the Rochester DDA at 248.656.0060.



Yes, I want to join The Big, Bright Light Show Membership Program!

_____ \$35.00 Big, Bright Membership

Name of Member(s): _____

Address: _____

Phone Number: _____

E-Mail: _____

Please make checks payable to Rochester DDA.

Send payment along with this form to:

Rochester DDA

Attn: Big, Bright Membership

308 ½ Main Street

Rochester, MI 48307