



Pioneer Business Directory Registration

A. Your Information

Full Name _____

Include maiden name or any other name you were enrolled at Wayland under

Home Address _____ City _____ State _____ Zip _____

Cell Phone _____ Email _____

Wayland Class Year and Campus _____

B. Listing Information

Business Name as it will be listed _____

Note: If you are an independent consultant for a company (i.e. Mary Kay, Avon) we would prefer to use your name, then the company for clarification in case there are multiple people for the same company. For example: Jane Smith, Amway Associate

Description of Goods and/or Services offered: _____

Service Area of Business: _____

Your Title at Business: _____

Business Address: _____

Business Phone: _____

Business Website: _____

Business Facebook site: _____

Hours of Operation (if physical location) _____

Do you offer any specials for Wayland Alumni, Students, Faculty or Staff? _____

Please attach a color logo for the business in either .jpg or .eps format.



C. Circle the package you desire. If payment is required, we will call for a card or you may mail a check to our office address.

A. Directory Only – This package includes your business name, your name and class year, contact info and/or a link to your website in the online directory. There is no charge for this.

B. Directory Plus – This package includes the online listing from A, along with a guaranteed feature at least once per year on the WBU Alumni Facebook page and in the Alumni e-newsletter. Spaces are limited and this package is \$50 per year.

C. Ad space in the We Are Wayland magazine: Business card size: \$50 per issue. ¼ page: \$100 per issue. ½ page: \$200 per issue. Distribution is roughly 44,500 households in print format plus additional readership via electronic version. (This option does not require a listing in either above package and may be purchased on its own.)

D. Ad space on promotional t-shirts: Shirts will be printed to promote the alumni association and given away at various events during the year, including alumni gatherings, sporting events, etc. Only 4-6 spaces will be available on the back for \$250 per space. We guarantee industry exclusivity for this project.

D. Application Statement

The purpose of the Pioneer Business Directory is to provide additional exposure and possible contacts for alumni who own or run a business with the goal of helping grow the business. Wayland is not responsible for the quality or number of leads generated and no sales are guaranteed through participation. In addition, Wayland Alumni Association reserves the right to deny participation to any business who is misrepresented or that does not line up with the values and beliefs of the university.

By submitting this form, I certify that the information provided in my application is, to the best of my knowledge, complete and accurate, and I understand that false statements on this application will disqualify me from participation. The use of business directory information for solicitation is strictly prohibited and cannot be used for unauthorized private, commercial or political mailings. Wayland does not endorse or make any other representations concerning any of the businesses registered on the directory.

Applicant's Signature

Date

Please return the completed application to Teresa Young by email at teresa.young@wbu.edu