

**Sky Islands Tourism Association**  
**Formerly Patagonia Area Business Association**  
**PO Box 241**  
**Patagonia, AZ 85624**

December 14, 2016

Membership Renewal

To all SITA members,

It's that time of year again! Existing SITA memberships expire at the end of the year. We very much want to keep you as a member so that you can continue to enjoy the many benefits SITA offers:

- Showcasing of your business on the popular "patagoniaaz.com" website
- Listing of your events on the website under current events\*
- Inclusion on Monthly newsletter to members and visitors with your events\*
- Regular updates of opportunities in "Members Only" newsletter.
- Listing of your business on the "Mountain Empire Map"
- For wineries, listing of your winery on the "Sonoita Elgin Wineries" map
- Distribution of your promotional materials in the Regional Visitor Center\*
- Participation in SITA's Facebook marketing
- Use of SITA's bulk mail permit
- Promotional Opportunities
- Much More

Plans for 2017 include the following:

- Reprinting of "Map to the Mountain Empire" with updated member information and promotional opportunities
- Reprinting of "Sonoita/Elgin Wineries" map with the updated listing of member wineries and promotional opportunities
- Updating the "Patagonia, Sonoita, Elgin Regional brochure with promotional opportunities for distribution to Visitor Centers and others throughout the State
- Opportunities to participate in "Package Deals" for visitors to the area
- Managing the "Patagonia Fall Festival" in October 2017
- Possibilities for additional regional events in Sonoita, Elgin, and Patagonia.

**Just fill out the enclosed membership form and a check for \$150, made out to SITA and put them in the mail. For your convenience we have enclosed a self-addressed envelope.**

We look forward to welcoming you once again as SITA members, and to a prosperous 2017.

Renate Kloppinger - SITA President  
Bonnie Maclean – SITA Secretary and Membership Chair

\* Upon request, you need to supply the necessary information and materials.