



# Nebraska Licensed Beverage Association's *Platinum Retail Member* Referral Program

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## *What is the Referral Program?*

- ❖ Each retail member of the Association reaches out to other liquor retailers.

## *How does the Referral Program work?*

- ❖ Enclosed are three referral cards. Write your business name and liquor license number in the "referred by" line.
- ❖ Hand out to other liquor retailers that are interested in becoming members of Nebraska Licensed Beverage Association. (*Must be new members*).
- ❖ Once the Association has received three paid new memberships referred by the same retailer, that retailer will receive incentives in the mail.

## *How does this benefit the retailers who participate?*

- ❖ Once the Association receives three referrals by the same retailer, that retailer becomes a **Platinum Retail Member**, receives 2 passes to the Annual Membership Meeting and a Platinum Retail Member decal to place in their business. Their business will also be listed as a Platinum Retail Member in our Annual Membership Meeting newsletter in August and they will receive special recognition at the Annual Membership Meeting.

Please refer your liquor retail friends to our new website: [www.neblba.com](http://www.neblba.com) where they can learn more about the association and also pay their dues online.