



The Valdese Merchants Association is a group of various business owners working together to promote the downtown shopping area of Valdese North Carolina and provides assistance to the local community through event planning, scholarships and food drives throughout the year.

Valdese Merchant Association Incentives:

- Merchant placed on Summer Rack Card as part of Family Friday Night Summer Concert Series. Listing includes Merchant name and telephone number. Merchant can also include a coupon listing that customers can use during summer months.
- Merchant invited to post coupons, specials & promotional materials on the VMA Facebook Page.
- Merchant listed on Valdese Businesses Flyer. Flyer sent whenever anyone calls Tourism Department for information.
- Merchants placed on Digital Newsletter with their monthly coupon listed. Over 2500 subscribers receive this newsletter.
- Merchants listed on Valdese Merchants Association Page on townofvaldese.com.
- Merchant's sales and special events e-blasted to over 2500 recipients.
- Member listed on VMA Facebook page as active member

Your participation enables Valdese Merchant's Association to provide community support through Scholarship funding for special needs children in Burke County and numerous Food Drives.

The Valdese Merchants Association sponsors the following events:

- Family Friday Nights Summer Concert Series
 - Treats in the Streets
 - VMA Monthly Yard Sale
 - Christmas in Valdese Shop Hop
 - Valdese Christmas Parade
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All of this for \$75 per year! Be a part of the Community.....let's work together to make our Town a better place to live!

Monthly Meetings held on 4th Thursday of the Month at 5:30pm located at the Old Rock School.