

MARKETING OPPORTUNITIES

INCREASE YOUR VISIBILITY AND GROW YOUR BUSINESS

Email Marketing

Member to Member Email Marketing: \$150 per email

- Send an email to more than 1,400 active Chamber representatives
- Emails will be sent to members on Fridays only. Feel free to select a time that suits you best.
- Button links that directly go to your website or a document
- Customizable to your business brand

Ad in our Weekly Monday Newsletter: 4weeks/\$75

- Showcase your flyer in our weekly newsletter
- More than 1,400 active Chamber representatives view this email
- Add 2-5 sentences of verbiage
- Include a button to be directly linked to your website or a document

Social Media Marketing

Social Media Spotlight Post: \$25 per post

- Posted on Instagram, Facebook, and LinkedIn
- Provide Graphic(s) and any verbiage/links
- Posts will be posted on Fridays only. Feel free to select a time that suits you best.

Enhanced Directory Listing

The online membership directory receives countless hits per year from consumers utilizing the Chamber Member Business Directory for referrals. Directory enhancements allow you to upgrade your complimentary membership listing to bring additional visibility to your business.

Enhanced Directory Listing: \$100

- Logo
- Photos & Videos
- Link to Map
- Description (1600 characters available)
- Social Media Links (Facebook, X, Instagram, YouTube, LinkedIn)
- Additional Bulleted Description with Links (5 lines of up to 120 characters each)
- Results Summary (displayed in search results, 200 characters available)
- Hours of Operation (100 characters available)
- Location Information/Driving Directions (200 characters available)
- Unlimited Keywords to improve your search results

Chamber Print + Digital Directory

The Chamber's annual Directory provides a quality connection between the Chamber, its members, and key business organizations. The publication focuses on news and information about local companies and advice available from the Chamber to increase the prosperity of businesses in the area.

Please note that any event you wish to promote that the Chamber also produces before or after 30 days from Chamber event cannot be marketed, as it may be viewed as a competing event.



	Small Business (20 employees or less)	Partners (21 employees or more)	Executive	VP	Presidential
Membership Levels	\$400	\$600	\$1,000	\$3,000	\$5,000
Annual Membership	✓	✓	✓	✓	✓
Membership Plaque	✓	✓	✓	✓	✓
Ribbon Cuttings & New Member Welcomes	✓	✓	✓	✓	✓
Directory listing and link on our website	✓	✓	✓	✓	✓
Member-only referral program	✓	✓	✓	✓	✓
Governmental Advocacy	✓	✓	✓	✓	✓
Opportunities to get involved	✓	✓	✓	✓	✓
Use of the Chamber logo	✓	✓	✓	✓	✓
Networking Events	✓	✓	✓	✓	✓
Access to member-only events	✓	✓	✓	✓	✓
Post coupons, member-to-member deals, & job postings	✓	✓	✓	✓	✓
Display your business cards in the Chamber lobby	✓	✓	✓	✓	✓
1st showcase table complimentary	✓	✓	✓	✓	✓
Add a 2nd business location/listing for half the price	✓	✓	✓	✓	✓
Enhanced directory listing on our website			✓	✓	✓
*Advertising in the eNewsletter			✓ (2 per year)	✓ (6 per year)	✓ (12 per year)
Listing on all Chamber staff emails			✓	✓	✓
Dedicated eBlast to membership			✓ (1 per year)	✓ (2 per year)	✓ (3 per year)
Additional categorical listings in our directory			✓ (2 additional)	✓ (4 additional)	✓ (6 additional)
Company logo linked on our website homepage			✓	✓	✓
1 set of membership mailing labels per request			✓	✓	✓
*Board room usage			✓ (4 hours)	✓ (8 hours)	✓ (16 hours)
*Social Media Posts			✓ (3 per year)	✓ (6 per year)	✓ (10 per year)
Premium ribbon cutting			✓	✓	✓
Enhanced directory listing in annual directory			✓	✓	✓
Logo on luncheon & event screen presentations				✓	✓
Pop-up banner at every event showcasing logo				✓	✓
Additional business locations included**				✓ (1 additional)	✓ (2 additional)
Certificates of Origin free of charge				✓	✓
Table for 8 at the Chamber's annual State of the City lunch					✓
*Resets on member anniversary					

MARKETING TOOLS

TAKE ADVANTAGE OF THE FOLLOWING COMPLIMENTARY WAYS TO MARKET YOUR BUSINESS AND MAKE THE MOST OF YOUR MEMBERSHIP.

Community Calendar

- Login to your Member info hub and click Events on the left-hand side. You can add photos, logos, and more to your posting on the Community Calendar that Chamber members and guests can view on business.deerparkchamber.org/communitycalendar.
- Calendar will periodically get posted on Chambers's social media including a tag.

Bring Door Prizes to Business Connection Events

- You can create some big fans by bringing door prizes to any of our Networking Events: Business After Hours, Membership Luncheons, Breakfasts, New Teacher Luncheon, and First Responders Luncheon. Drop them off at event check-in, and don't forget to attach your business card.

Coupons

- Login to your Member info hub and click Coupons on the left-hand side. This is a great space to add coupons or promotions that Chamber members and guests can view on business.deerparkchamber.org/hotdeals.

Members to Members Deals

- Login to your Member info hub and click Members to Members Deal on the left-hand side. This is a great space to add coupons or promotions that Chamber members can view on business.deerparkchamber.org/m2m.

Join our Members-Only Facebook Group

- Request to join our Members Only Facebook Group and post and connect with other members of the group. Promote your product, service or special event.

Donate Silent Auction Items

- Easily promote your business by donating a Silent Auction Item at any of these events like our Annual Banquet, Purse Bingo, or Annual Golf Tournament. Drop them off at the Chamber Office a week before the event date, and don't forget to attach your business card.

To learn how you can begin marketing your business with the Chamber, contact Isabella Pena at isabella@deerparkchamber.org or **281-479-1559**.