

PEABODY AREA CHAMBER OF COMMERCE

MEMBERSHIP

YOUR OPPORTUNITY TO BUILD ~ CONNECT ~ INFLUENCE



Is membership right for my business?

If you're reading this, you're probably wondering if the Chamber is right for you.

Truth is, it's not for every business — only for those that want to **grow, be seen, have a voice in the community**, and be part of something bigger than themselves. If that sounds like you, here are 4 ways membership can work for your business.

1. Make Your Voice Heard

- We work to remove costly barriers like slow permitting and burdensome regulations.
- Promote "buy local" to drive customers your way.
- Keep you informed on law changes so you stay compliant and ahead.

2. Boost Your Visibility

- Featured listing in our trusted online Business Directory to boost web traffic and be seen by more potential customers.
- Year-round brand exposure through events, sponsorships, and advertising benefits.

3. Strengthen Your Connections

- Build referral partnerships and meet trusted business resources.
- Access grants, programs, and expert guidance to help you succeed.

4. Enjoy Exclusive Discounts for your business and for your employees.

- Savings on Constant Contact, Comcast Business, YMCA memberships, Tickets at Work, and more.
- Offer your own discounts to attract new customers.

By joining the Peabody Area Chamber of Commerce, you're not just becoming a member — you're **investing in your business's growth, visibility, and success within a supportive community**. We offer several levels of membership, so you can choose the benefits and investment that best fit your unique goals and budget.

Studies show that consumers think more favorably of businesses that are part of their local chamber of commerce and are **63% more likely to make a purchase from your business in the future.**

The Shapiro Group Study

Boost Your Google Ranking

When you join the Chamber, your business is listed in our trusted online directory — and Google loves that. Our website has strong local credibility, so when it links to your business, it sends a powerful signal to Google that you're real, local, and worth showing in search results and on Google Maps. This boost in local SEO can put you ahead of competitors and drive more customers your way — often for a fraction of what other business listing services charge.



"Being part of the PACC is an easy way to engage with others in the community. Being actively involved over the years, through several different business affiliations, has helped me immensely grow my book of business and professional relationships."

Cindy Moore, Owner | Moore Real Estate Team



Business Builder

Your Smart Start for Growth and Exposure

\$370

Ideal for individuals, startups, and small businesses, or those with limited budgets, our Business Builder membership gives you a strong foundation to build your presence and grow—without breaking the bank. Plus, you can easily add sponsorships, categories, or advertising anytime to scale up as your business evolves.

What you get:

- Boost your online visibility with a business directory listing on the Chamber website, including a keyword-optimized description (240 characters) and your business photo — helping customers find you faster.
- Expand your network with free admission to monthly networking events for up to 3 employees (a \$750 value), plus discounted rates on larger signature events—perfect opportunities to meet new clients and collaborators.
- Promote your business effortlessly through:
 - Weekly Local Offer eblasts reaching engaged community members
 - Event listings on our popular Community Calendar
 - Exclusive specials and discounts offered to fellow Chamber members
- Share your expertise and news with our News Release feature to position yourself as a leader in your field.
- Attract talent by posting job openings directly on our website's Job Board.
- Save on marketing and insurance:
 - Up to 25% off the Constant Contact email marketing platform
 - Access to group-rate health insurance through HSA, plus a dedicated rep and \$125 in savings

Whether you're just starting out or looking to grow, Basic Membership puts your business on equal footing with larger competitors—without the big marketing budget.

Marketer

Amplify Your Visibility and Reach All Year Long

\$575
\$830 Value



Perfect for businesses ready to take their marketing to the next level, the Marketer Level membership builds on the Business Builder package to give you more advertising power and greater control over how customers discover and engage with your brand.

What you get — everything in Business Builder level PLUS:

High-impact web presence:

- A personalized web banner ad featured on the Chamber website all year long —placing your business front and center to thousands of local visitors.

Enhanced online directory listing:

- Stand out with unlimited SEO keywords for added Google boost.
- 2 category listings (i.e. "Salon" and "Spa") to be included in more search results.
- Ability to post photos, videos, and a custom page header—making your profile more dynamic.
- Drive targeted traffic:
 - Link your online directory listing directly to specific pages on your website, so potential customers find exactly what they're looking for in one click.

Direct email promotion:

- Two Email Feature Ads annually, allowing you to highlight special offers, events, or new products directly to our engaged email audience.

Additional perks for shipping industry:

- Unlimited Certificates of Origin stamps for shipping and transportation businesses, streamlining your export and shipping processes.

With the Marketer Level, your business won't just be listed — it will be actively promoted, increasing your visibility and engagement across multiple channels all year long.

Investor

**Maximize Your Brand
Visibility and Community
Impact**

\$790
\$1500 Value

If you're ready to make a strong statement and elevate your business recognition, the Investor Level is designed for you. As a key sponsor-level supporter of the Chamber, you'll gain premium visibility and exclusive promotional opportunities that set you apart.

You receive all the advantages of Business Builder and Marketer levels, plus:

Double the web advertising power:

- Two customized web banner ads showcased throughout the year—valued at approximately \$1,200 in local online advertising.
- Exclusive direct outreach:
- A dedicated email blast featuring your business, amplified by social media sharing.
- Expanded directory prominence:
- An additional category listing (three total), making your business easier to find in relevant searches.

Sponsor recognition:

- Your company name prominently displayed as a sponsor on the Chamber homepage—enhancing your brand credibility and community standing.

Print advertising exposure:

- A business card-size ad in the widely distributed yearly Resource Guide, unveiled at the Annual Dinner—valued at \$200 or more in print ad space reaching key local decision-makers.

Valued at over \$1,500 in marketing and promotional exposure included in your Investor Level membership. A smart investment that delivers visibility and recognition you won't easily get on your own.

Position your business as a community leader and enjoy a marketing package that pays for itself through expanded reach and stronger brand presence.

Diamond

**The Ultimate All-Inclusive
Sponsorship for Maximum
Impact**

\$2,100
\$5000 Value

Designed for businesses seeking streamlined budgeting with the highest level of exposure, the Diamond Level positions you as a true leader and influencer in the community — gaining unparalleled brand visibility across multiple channels all year long.

Includes all benefits of Business Builder, Marketer, and Investor levels, plus:

Premier event sponsorship recognition:

- Listed as a DIAMOND level sponsor for our signature quarterly PACC events—showcasing your brand to hundreds of engaged attendees at each event (advertising only; tickets sold separately).
- Logo on banner displayed at every Chamber event.
- Logo on weekly Chamber Newsletter/ E-Blast

Community pride sponsorship:

- Your business featured as a sponsor for the Pride in Peabody downtown flower baskets and holiday wreath programs—beautiful, highly visible touches that demonstrate your commitment to enhancing our city's vibrancy.

Website spotlight:

- Your clickable logo prominently displayed as a Diamond Level Sponsor on the Chamber homepage — ensuring continuous, premium brand exposure to all visitors.

Total marketing and branding exposure well over \$5,000 annually — all consolidated into one smart investment.

Become a Diamond Level member and position your business as a pillar of the community — gaining influence, visibility, and goodwill that set you apart from the competition.