

Membership Benefits & Opportunities

Membership in the Benzie County Chamber of Commerce is an investment in

- Our Community
- Our Businesses
 - Clubs
 - Organizations
- The Environment

Your investment with us is an investment in economic development and quality of life in Benzie County.

All Memberships Include these Marketing & Networking Benefits

(More information about Enhanced Marketing Memberships on the following page)

- | | |
|--|---|
| <ul style="list-style-type: none"> → A free listing on our Chamber website www.benzie.org and a free link to your website (\$50 value See other side for more information on how you can 'Enhance' your presence on our site.) → Business card, brochure and flyer display in the information center → Ribbon Cutting Ceremonies → Two free listings in the 4-color Chamber Membership Directory (\$50 value) (1 Category + 1 Alphabetical)
Display advertising opportunities are also available → Referrals to your business in response to inquiries to the Chamber (unlimited value) → Email 'blasts' to other chamber members promoting your business, organization or event (fee) → Participation in Benzie's Business EXPO at reduced rates for members (fee) → Sponsorship of popular Chamber 'Business After Hours' → Membership Window Cling to proudly display in your place of business → Seminars and Training Workshops (fee) → Opportunities to advertise on Chamber website (fee) → Free Use of Chamber standard bulk mailing permit (\$200 value + postage savings) → Free Use of Chamber conference room during normal office hours (\$50 per hour value) → Post your Job Openings on our website (unlimited value) | <ul style="list-style-type: none"> → Reduced Insurance rates for business, home and car (up to 12% discounts) → Group health insurance program <ul style="list-style-type: none"> • Long-term care insurance • Aflac → Workman's Compensation Insurance program (up to 10% discount) → Chamber E-News Announcements → Opportunity to Upgrade to 'Enhanced Marketing' Membership (see other side for more information) → Free listing on Benzie Chamber APP - Download for free from your APP store → Discount with Constant Contact (up to 25%) for E-Mail and Online Marketing → Website Calendar of Events → Chamber County Map (fee) → Staffed Office – Open Year Round → Legislative up-dates & Counseling → Representation with the Northern Michigan Chamber Alliance → Free Business Counseling in partnership with the Small Business Development Center & SCORE → Leadership Grand Traverse (fee) → Post your Press Releases free on our website (unlimited value) |
|--|---|

Keep scrolling for more information!

Benzie.org — New ways for you to be listed*

'BASIC' MARKETING MEMBERSHIPS vs 'ENHANCED' MARKETING MEMBERSHIPS

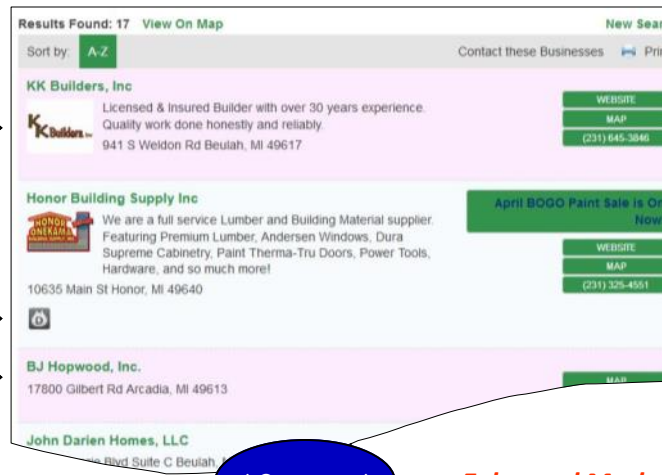
\$235 for Businesses | \$150 for Non Profits

2018-2019

\$360 for Businesses and Non Profits

Discounts are available for multiple memberships.

Along with the benefits on the next page, all Chamber Member listings include a 'Basic' listing with a member information page, but it can be upgraded to an 'Enhanced Marketing' membership listing at any time.



Enhanced Listing →

Hot Deals & Job Postings Tab →

Basic Listing →

Enhanced Listing includes:

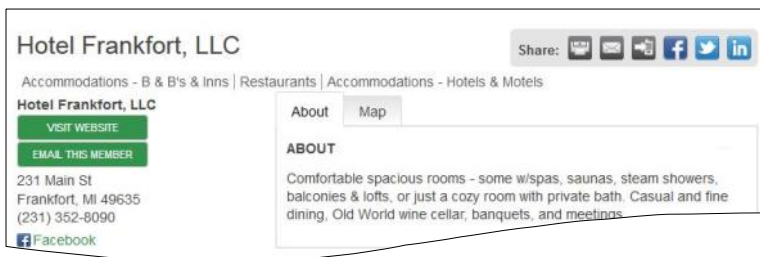
- Your Logo in Search Results
- Priority placement in search results 'above' Basic Listings
- Website Link in the Search Results

← Hot Deals Coupon

Basic Membership Web Listing Includes:

- Business Contact Information
- Rep/Individual Contact Info (optional)
- **200** Character Business Description
- Location Map including 'What's Nearby?' Feature
- Link to Website
- 'Request Info' Link
- Links to Social Networking Sites
- **8** Keyword Search Terms
- News Tab displaying Press Releases
- Free unlimited Job Postings
- Additional Categories are **\$50** per year
- 'Hot Deal' Coupons can be purchased at \$10 each occurrence

↓ In a **Basic Listing**, this is what website visitors see when they click on your business name in the search results. ↓



*Each member of the Benzie County Chamber of Commerce receives a free listing on our website in the business directory section under their category. Additional categories can be purchased if desired.

Quick searches by web visitors can be made by Name, Category, Quick Link, Alphabetical Listing or Keywords.

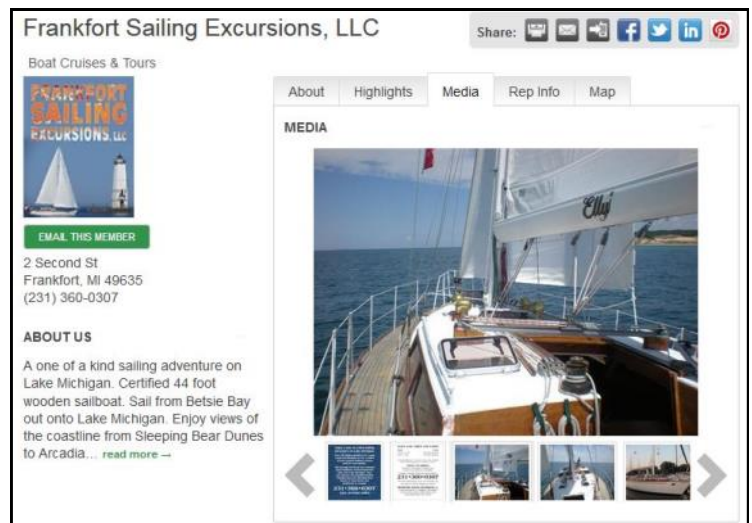


Enhanced Marketing

Membership Web Listing Includes:

- Business Contact Information
- Rep/Individual Contact Info (optional)
- **1600** Character Business Description
- Location Map including 'What's Nearby?' Feature
- Link to Website
- 'Request Info' Link
- Links to Social Networking Sites
- **20** Keyword Search Terms
- News tab displaying Press Releases
- Free unlimited Job Postings
- Additional Categories are **\$25** per year
- **Logo or Photo**
- **Media section for YouTube video and a Photo Gallery**
- **'Highlights' section with up to 5 bullet points**
- **12 Hot Deal Coupons (\$120 value)**
- **Bold listing in the printed Membership Directory**
- **Discounts on print and website advertising**

↓ In the **Enhanced Listing**, this is what people see when they click on your name in the search results. With the optional Highlights, Media, News and Rep Info tabs, you can **add** so much more!



Install this **FREE Benzie Chamber APP** from your **APP Store** today and carry the **Benzie County Chamber of Commerce** with you everywhere!

As a member of the **Benzie County Chamber of Commerce** your membership is listed on the **Benzie Chamber App**.

Once added to a smart phone, anyone can search the **Benzie Chamber APP** to find a **Chamber Member, Calendar of Events, Hot Deals & More!**



Download our FREE App!

BENZIE AREA INFORMATION AT YOUR FINGERTIPS!

**LOCAL BUSINESSES
AREA EVENTS
THINGS TO DO
RESTAURANTS
LODGING
AND MORE**

Now available with the **Benzie County Chamber APP!**
For iPhone & Android at your app store...just search for **Benzie County Chamber** and download the **FREE APP** today!



More ways than ever to build your business.

Email Marketing
Social Campaigns
Event Marketing
Online Survey

Constant Contact

**EXCLUSIVE MEMBER DISCOUNT
SAVE UP TO 25%**

ConstantContact.com/chambermembers

Build Your Business with Constant Contact

Another **benefit for Chamber Members** is up to a **25% discount with Constant Contact.**

Grow your business through

- Email Marketing
- Social Campaigns
- Event Marketing
- Online Surveys