

# Marketing Your Business Through the Chamber

Brooklyn Center Brooklyn Park Maple Grove Osseo



North Hennepin Area Chamber of Commerce  
The Singular Resource for Business and Community Growth

## Marketing Rate Schedule Effective June, 2017

	Per month (4 issues)	6 months (24 issues)
<b>Email blasts (1,400 reach)</b>	\$95	\$350
Chambermember list on Avery mailing labels (sorry, E-file unavailable)	\$100	

<b>Chamber View Newsletter (500 quarterly print) - 8-1/2" x 11"</b>	1x	4x
Insert (yours)	\$100	\$360
Full page back cover	\$500	\$1,800
Full page inside	\$400	\$1,440
1/2 page inside front/inside back	\$250	\$900
1/2 page	\$250	\$900
1/4 page inside	\$150	\$540
1/8 page inside	\$100	\$360

<b>Website adv.</b>	1x	4X
Business Spotlight - one month home page ad (business card sized ad)	\$100	\$360
Banner	\$150	\$540

<b>Standard Program of Events (one time)</b> Most of our major events have such a program. 5" x 8" full color; number of pages dependent upon content	
Full page back cover	\$500
Full page inside	\$400
1/2 page inside front/inside back	\$250
1/2 page	\$200
1/4 page inside	\$150
1/8 page inside	\$100

## NHACC Builds in a Wide Range of Free Promotion for You!

### Advertising & Marketing Options to Extend Your Reach to a Receptive Audience!



#### The NHACC Website

- Highly active and loaded with useful information about events, initiatives and member news, including TWO different membership directories (both free!).
- You can capture this prized, highly-read space with your banner and other ads!



#### Dramatic upgrade to our annual Business Resource Guide

- 7,000 circulation!
- Full-color magazine with expanded city sections – a showcase for our members and prospects.
- Interactive PDF version on our website.
- **Member listings are FREE**, but advertising here is choice! You must be in this; get ads in by Oct. 30; rates published in August.



#### NEW “MemberPlus” App

- Slick, fast, complete and **your listing is free**



#### EVO (Extended Value Offers) Listings – No Charge; limit 90 words

Exclusive deals and offers between members only  
Send your listing and logo JPG to us; keep the offer in place through year end. Ask for details on how you can get involved with this powerhouse for extra business. Appears on the website and in handouts to all new and prospective members.



#### 2015 was our inaugural LeaderShip Academy year and it was a smash hit!

- Help build the business and community leaders of tomorrow.
- March 4- May 27, 2016, at NHCC, at selected member companies AND our city halls
- 26 segments; Friday mornings 8:30-11:30
- **Get your new managers signed up now for Autumn, 2017** (max. 20 students) \$225/member; \$250 non-member
- **Get your sponsorship lined up now!**



#### CareerNow! Career Fairs planned

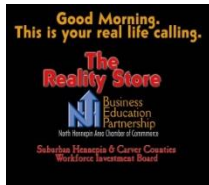
- 4-city, multi-chamber events
- 40-50 hiring companies (you could be one)
- 400+ attendees; heavy promotion up to and beyond event
- Very low cost of entry – revenue goes our Scholarship Fund

### Member Referral Awards



- The ChamberBuilder new member referral awards program – 25% credit to you for bringing new members aboard!
- **You’re automatically enrolled**

### Exciting, Original Program to Help Students Get Prepared for Real Life!



#### “The Reality Store”

- Joint effort between our Business Education Partnership Committee, high schools, Hennepin-Carver Workforce
- Designed to help our high school students get better prepared for real life, delivered in a **very** entertaining way.
- **Sponsorship for 2017 open now!**

## Multiple Event and Activity Sponsorships



Our number one community and membership event, legendary for its quintessential networking opportunity, wonderful food and truly exceptional company. You must be there and we usually hold it in February. **The Gala Committee itself is a priceless experience and you should join it!**



North Hennepin Area Chamber of Commerce

Now, this is the way a golf event should be done.  
This is a blast with the best!  
Typically in June, never typical in experience.



NORTH HENNEPIN AREA CHAMBER OF COMMERCE

High-profile, thought-provoking leaders of our time in business, sports, communities and pure idea generation. The President of the University of Minnesota, The Minnesota Twins, The Exec. VP of the Vikings, The Minnesota Secretary of State, Supreme Court Justice and all-around legend Alan Page ... just a few of those who've paid us a visit. We generally hold 8 of these special luncheons per year and each one of them is available for sponsorship at \$400 each.



NORTH HENNEPIN AREA CHAMBER OF COMMERCE

December celebration of the best and the brightest 60+ public and private high school students in our area; televised and generally enjoyed by 200+ attendees. Sponsorship is available.



North Hennepin Area Chamber of Commerce

All 4 of our Mayors tell it like it is and will be! Always televised, informative and always unique, held in January. There is no other opportunity to see them all together in this context. This is a major multi-city event that attracts a huge audience at the event, multiplied by a wide TV reach. A Presenting Sponsorship is available for 2018. Please check with the Chamber office for details.



**The Chamber.**  
You Can Do Better. We Can Help.

Our members recognize the very top all-around academic and community service oriented seniors each year with \$500 scholarships (it's on a multi-point scale), and we've awarded over \$40,000 to date. Sponsorship is available.



**The Chamber.**  
You Can Do Better. We Can Help.

A multi-community vehicle to welcome and honor those who have chosen to dedicate themselves to education and in particular, with our area. Although collaboration with school staff is essential, there will be no cost to any school for this event. We will pursue event sponsorship as well as individual teacher sponsorships. All teacher attendees will receive gift bags donated by Chamber members.

### Oh, There's MORE!

- Our Annual Membership Meeting in September
- Annual "Session Priorities at the Capitol" (1,400 state and business leaders)
- Community and Government Events
- Periodic Business Card Exchanges
- Our Holiday Social!
- Multi-Chamber Events
- "GrowMN" Events and Activities in concert with the State Chamber
- Dozens of Grand Openings/Ribbon Cuttings

Many of these events include a **program of events** (shown earlier), heavy advance promotion, on-site signage, often **television coverage and abundant post-event promotional coverage through several vehicles**. "Presenting" (title) sponsors are given the further opportunity for a brief address to the gathering. Get specific event sponsorship opportunity details from the Chamber office and join the Committees that make the events happen!