



# Membership Guide

*Chart Your Course to Better Business*



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## CORE BENEFITS

### Category Listings Online

As a Chamber member, your listing (consisting of your company name, address, phone number, website, social media profiles and a short description) is automatically displayed on:

- **BainbridgeChamber.com**; the official membership, licensing, and community information website
- **The Navigator**; our annual print membership directory, offered to all businesses, residents, and visitors requesting relocation information.

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

### Stay Informed

Open and read your weekly **Chamber e-Blast** (usually Tuesdays), delivered via email.

The Weekly e-Blast contains general Chamber news, new member announcements, member news, featured community events and business resources. That's a lot of information in one weekly email! Not getting our emails? It's easy to sign up at **BainbridgeChamber.com/Subscribe**

Contact: Mickey Molnaire, [mickey@bainbridgechamber.com](mailto:mickey@bainbridgechamber.com)

### Add the Chamber Logo to your Website

Target: Visitors to your website

Add our logo to your website and leverage the credibility that comes with Chamber membership. Clip and paste the code from [BainbridgeChamber.com/AddOurLogo](http://BainbridgeChamber.com/AddOurLogo).

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

### Use Partner to Partner Discounts

Target: You!

Explore the Member Discounts page in our online directory to learn more about how you can receive discounts and offer discounts to other Chamber members!

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

## **Present Your Business at a Breakfast**

Target: Chamber members, Chamber Board and staff

The Bainbridge Chamber hosts bi-monthly Chamber Breakfasts for our members. There are great opportunities to present information directly to other Chamber members, board members, and the Chamber staff and volunteers who make referrals to your business.

Enjoy breakfast and present a 5-minute spot highlighting your business.

- Space is limited to 4 businesses
- Participation is on a first-come, first served basis.

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

## **Host a Business After Hours**

Target: Mixer attendees and more

Host 35-50 Chamber partners and non-member guests at your business location. This gets your name, staff, products, and services out by personal experience and word of mouth. Hosting is booked several months in advance, so reserve your desired month well ahead of time!

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

## **Donate an After Hours Drawing Prize**

Target: Mixer attendees

Offer a drawing prize for a monthly After Hours (yours or even another company's!) and get your name in front of 35-50 mixer attendees and in the Chamber's Weekly e-Blast. Deliver your gift to the Chamber by noon the day of the event and show up to see who wins!

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

## **Post Your Deal or Discount on BainbridgeChamber.com**

Target: Local shoppers

Post discount coupons to your Chamber listing page. Submission guidelines include a

trackable code or coupon, offer details and expiration date. Email your offer to us and we'll help you post it to your profile so you can attract shoppers to your business!

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

## **Network, Network, Network!**

Target: Fellow Chamber members and locals

The Chamber offers several avenues for meet others and making connections in the business community:

- Attend Chamber events like After Hours, Chamber Breakfasts, New Member Orientations, or volunteer for special community events.
- Become a member of **Bainbridge Business Connection** ([www.bainbridgebusinessconnection.com](http://www.bainbridgebusinessconnection.com)) or **Bainbridge Business Women** (closed Facebook group) and connect with likeminded people.
- Ask for referrals or resources from the Chamber staff - we might have an idea that'll knock your socks off!
- Check the Chamber Programs and Events pages of the website to find out more about all the programs and events we offer.

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

## **Add a Testimonial to our Website**

Target: Other Chamber Members, Future Members

Submit a testimonial to the Chamber about why you are a partner, benefits you receive, referrals that have made a difference, or just the positive effects it brings to your business. The Chamber will share this content in newsletters and on the website with a link to your business web page and contact information for your business, as well as an excerpt of your testimonial. Spread the word!

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

## **Update your Listing & Profile Information Using WebLink Connect**

Target: Visitors to the Chamber websites, new residents and new members.

Make sure your company description on the BainbridgeChamber.com site is accurate and up to date by logging into WebLink Connect and reviewing your listing information.

You can also make payments for membership dues, event tickets, and sponsorships; and you can access customizable referral reports to see how your listing is doing!

Login at <http://tiny.cc/chamberlogin> using your Chamber-provided User ID and password. Lost your password? Choose “Click Here for Personal Login Information,” enter the email address you provided when you joined the Chamber and click the “Get Credentials” button and you will be issued a new password.

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

## **PUBLIC RELATIONS SERVICES**

### **Get the Word Out to Partners & Residents**

Target: Over 3,000 subscribers to our Weekly e-Blast

Submit an article to the Weekly e-Blast, the weekly business-to-business and member-to consumer newsletter. Submission guidelines include a 500 character limit, to be provided in a Word (.doc) format. Limit of one submission per month per member.

Contact: Mickey Molnaire, [mickey@bainbridgechamber.com](mailto:mickey@bainbridgechamber.com)

### **Take Advantage of Social Media through the Chamber**

Target: Visitors, Residents, Media

Following our Social Media criteria (located at BainbridgeChamber.com), submit information to our Marketing department so we can share your chosen post on Facebook, Twitter, Instagram, and Pinterest. We're happy to help share your news!

- Facebook/BainbridgeChamber
- Twitter.com/BI\_Chamber
- Instagram.com/BainbridgeChamber
- Pinterest.com/BainbridgeChamber

Contact: Mickey Molnaire, [mickey@bainbridgechamber.com](mailto:mickey@bainbridgechamber.com)

### **Calendar of Events on BainbridgeChamber.com & VisitBainbridge.com**

Target: Residents, visitors and potential visitors

These websites reach 43,500 and 109,000 unique users respectively each year. Go to BainbridgeChamber.com, click on Events, Submit Event, and complete the form to share your events on our main calendar.

To request to be listed on the VisitBainbridge.com calendar, contact us directly, via phone or email.

Contact: Mickey Molnaire, [mickey@bainbridgechamber.com](mailto:mickey@bainbridgechamber.com)

## VISITOR CENTER SERVICES

### Display your Brochures & Cards at the Visitor Information Center (VIC)

Target: Visitors to the Visitor Center

Make sure your brochures are available at the Visitor Information Center for the 4,000 visitors we assist each year! Drop off your materials at the Chamber of Commerce on Winslow Way. Don't worry about keeping stock of what's in the office - when we run low, we will contact you for more!

- **Brochures or Rack Cards:** Maximum size of 4" x 9" (no postcards or other non-standard sizes - we are unable to display these)
- **Business Cards:** Most standard business card sizes are accepted
- Rack cards are limited to 50 per delivery; pamphlets/business cards to 25 per delivery.

Contact: Mickey Molnaire, [mickey@bainbridgechamber.com](mailto:mickey@bainbridgechamber.com)

### Inclusion of Discount Coupons in Rack Cards

Target: Visitors

Attaching discount coupons or other special promotions to your standard rack cards can provide trackable referral results and help us promote your company to visitors to the island!

Contact: Mickey Molnaire, [mickey@bainbridgechamber.com](mailto:mickey@bainbridgechamber.com)

### Boost Exposure with Visitor Center Freebies

Target: Visitors to the Chamber Office and VIC

We encourage Chamber members to drop off free promotional items for the public. Items we receive on a regular basis are: branded pens, stickers, notebooks, sunglasses, and USB drives. We've also received cupcakes and cookies with business cards!

If you would like to provide company "swag" for visitors, contact us for available space and to facilitate delivery of your items.

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)



## **Event Advertising on Visitor Center Bulletin Board**

Target: Visitors and residents

Chamber members are encouraged to provide flyers (8 ½ x 11 preferred) promoting special events. Our staff and volunteers will post your event flyer on the bulletin board at the Visitor Center in the Chamber's office and encourage visitors and residents alike to attend!

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

## **Volunteer Familiarization Tours (FAM Tours)**

Target: Visit Bainbridge tourism partners

Showcase your tourism-related business to tourism partners and concierge services in Seattle and the surrounding areas. Please contact Chris Mueller for more information on FAM Tour schedules and how to get involved.

Contact: Chris Mueller, Director of Development (Visit Bainbridge), [chris@visitbainbridge.com](mailto:chris@visitbainbridge.com)

## **PAID MARKETING OPPORTUNITIES**

### **Enhanced Listings on BainbridgeChamber.com and VisitBainbridge.com**

Target: Residents, visitors and potential visitors

Core benefits limit your online directory listing to a basic description of 250 characters, location and contact information, and social media profiles. Get more traffic and boost your listing by upgrading to an enhanced listing:

- Increase your listing description to 500 characters.
- Display your company logo alongside your listing.
- Add videos or photos featuring your products or services.
- And much more!

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

### **Add a Category (\$100)**

Target: Residents & visitors

Beginning in 2019, you may purchase an additional category listing for your business to increase your exposure in the Chamber's annual print directory. This will list your company ONCE in the alphabetical index, and TWICE in the categorical directory.

Contact: Lori Swanson, Directory of Membership & Events, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

### **Mailing Labels (\$50)**

Target: Fellow Chamber members

Send out a marketing mailing to fellow members using mailing addresses purchased from the Chamber. Please request mailing labels at least 7 days before your intended mailing date.

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

## **Sponsor a Chamber Event**

Target: Fellow Chamber members and the public

Be a cash or in-kind sponsor of the Chamber's Annual Banquet, the Grand Old 4<sup>th</sup> of July, Island Oktoberfest, After Hours, Chamber Breakfast or other events.

Contact: Rex Oliver, President/CEO, [roliver@bainbridgechamber.com](mailto:roliver@bainbridgechamber.com)

## **Purchase a Lobby Ad (\$150)**

Target: Visitors to the Chamber, Visitor Information Center, and DOL.

The rotating screen ads in the Chamber's lobby (receiving about 1,100 visitors per month) are available for purchase year-round. Ads are placed for a minimum of three months (\$150) and are rotated in 7 second intervals for maximum exposure. See specs and media requirements at [BainbridgeChamber.com](http://BainbridgeChamber.com).

Exclusivity is not available, but maximum separation will be considered when placing ads. Specs available upon request.

Contact: Mickey Molnaire, [mickey@bainbridgechamber.com](mailto:mickey@bainbridgechamber.com)

## **Purchase a Leaderboard Ad**

Target: Visitors to the Chamber's website.

Leaderboard ad spaces are available on all pages of the Chamber's main website as well as [VisitBainbridge.com](http://VisitBainbridge.com). Ads may run for 3, 6, or 12 months. Exclusivity is not available, but maximum separation will be considered when placing ads. Specs and pricing are available upon request.

Contact: Lori Swanson, [lori@bainbridgechamber.com](mailto:lori@bainbridgechamber.com)

## **Purchase a Directory Ad**

Target: Residents & visitors.

Over 2,500 copies of the Chamber's annual print membership directory (The Navigator) are distributed each year. A limited number of ad spaces are available for purchase before printing, so get your name on the waitlist ahead of time! Ad requirements and specs are available at [BainbridgeChamber.com](http://BainbridgeChamber.com), and ads are sold on a first come, first served basis.

Contact: Rex Oliver, President/CEO, [roliver@bainbridgechamber.com](mailto:roliver@bainbridgechamber.com)