



VALUE OF JOINING THE CHAMBER

As a member of the *Harlingen Area Chamber of Commerce*, you have access to more than 1,000 potential business leads, including more than 25,000 area employees. With such a large membership, you can enhance your bottom line by interacting with your fellow Chamber members who are also customer for your products and services. The Chamber provides plenty of opportunities for you to make your service known.

The *Harlingen Area Chamber of Commerce* is a globally-recognized brand, your membership in the Chamber networks you into a powerful community of business leadership. Every member of the Harlingen Area Chamber of Commerce enjoys a comprehensive and cost-effective package of benefits and privileges.

BENEFITS

A Credible Brand

Showcase your Chamber membership at your office or retail space by displaying your "Proud Member" logo window cling or by incorporating it on your website and/or printed material.

Recognition

The chamber celebrates businesses and company representatives whose service merits public recognition such as:

- Special recognition given in the weekly ChamberConnect e-newsletter's ***Brag and Boasts*** section
- Special recognition given in the ***ChamberConnect*** to *new members, ribbon cuttings, grand openings and groundbreaking.*
- Outstanding Chamber members are recognized at the ***Annual Banquet and Awards ceremony.***

Business Building Opportunities throughout the Year

You can build your business through participation in Chamber events and programming. As a member you are eligible to volunteer on Chamber committees and task forces, assist in Grand Opening celebrations as well as others. Discounted rates are available for the Chamber's publications mailing labels, and store offerings. We also offer member interaction such as:

- Groundbreaking, Ribbon Cutting and Grand Opening Ceremonies
- Business After Hours Mixers
- Buenos Dias Morning Coffees (Monthly at 7:30 a.m.)
- Annual golf Tournament
- Lunch and Learn (monthly 11:30 a.m.-1 p.m.)
- Membership Luncheons
- Governmental Affairs Informative events

Member to Member Discount

In addition to discounted rates for events and advertising, members receive 12-25% discount on office supplies through the Office Depot Program as well as other Member to Member discounts.

Social Media and Website Advertising

Members receive a complimentary subscription to the *monthly Business Matters E-subscription*. Members can share company announcements and videos for the Member News section of the website. You can also take advantage of the many social media outlets such as Facebook, Twitter, LinkedIn, Instagram, and Youtube.

Partner+Plus Program

Go for the Bronze, Silver, Gold, platinum, or even Titanium. Chamber members can enhance the value of their *and select the partnership level that is best for you.*

Information and Advocacy

The Governmental Affairs division keeps you informed on local, state and national issues affecting your business because your time is already limited. **Lunch and Learn** series of **Business Development Programs** presents relevant seminars and workshops to help you work smarter and positively impact your bottom line. **Buenos Días** keeps you up to date with current issues. **Leadership Harlingen** provides opportunities to learn leadership skills to incorporate into professional and community situations. The weekly **ChamberConnect e-newsletter** keeps you connected to the business community.

Getting Your Message Out

As a member of the Chamber you can use the following resources to publicize your business:

- Brochure display in the Chamber lobby
- Sponsorships at various events
- Chamber Website at www.harlingen.com
- Calendar listing in *ChamberConnect* weekly e-newsletter
- Calendar listing in *Business Matters* publication

Social Media and Website Advertising

During the year many professional programs are held in the areas of customer service, business management, quality management and skills development such as:

- Seminars and Workshops
- Leadership Harlingen
- Lunch and Learn

Small Business Benefits

Small business is vitally important to the economic growth of every community. More than eighty percent (80%) of your Chamber membership is composed of businesses with 20 employees or less. Recognizing this fact, the Chamber provides specialized training and small business counseling through a joint partnership with the UTPA Small Business Development Center (SBDC) and the Small Business Administration (SBA).

Mission Statement:

To Promote, advocate and support all businesses in our community through member services.

Vision Statement:

The chamber will be the advocate for all businesses, promoting economic prosperity and growth for the community.



***WHY JUST BUY ADVERTISING WHEN THERE IS SO MUCH MORE YOU CAN DO TO
DEVELOP YOUR COMPANY'S BRAND?***

Advertising is great, but so are public relations and community affairs. Sponsoring events and programs at the Harlingen Area Chamber of Commerce ***INCLUDES ALL THREE BRANDING STRATEGIES*** in one effective multifaceted strategy.

Sponsoring Harlingen Area Chamber of Commerce events and programs gives your company the publicity and brand recognition you need in a positive and receptive environment. Business leaders recognize and appreciate companies that help them gain knowledge and make important contacts.

***WHEN YOU SPONSOR A CHAMBER EVENT OR PROGRAM, YOUR COMPANY
BENEFITS FROM:***

Companies that want to be recognized for being industry leaders and community partners welcome the benefits of association with important business events. If your company needs to have name recognition with high income professionals, executives, managers and other influential business decision-makers, Chamber events and programs may be just the answer!

PUBLICITY

Public recognition can't be purchased. Fortunately, the Chamber makes it easy. Chamber events and programs are highly publicized and so are their sponsors. Your company's brand name is included in all event material to help you lock in the valuable public recognition.

PROMOTION

Chamber events are supported with their own promotional campaigns. Exposure in Chamber publications such as Business Matters newsletter and ChamberConnect weekly e-blast, additional events e-blast and on-site advertising ensures heightened sponsor brand recognition among a carefully targeted audience of business owners and executives.

For more information and sponsorship opportunities, contact Febe Zepeda, Events Manager. fzepeda@harlingen.com (956) 423-5440.



2016 Events

Annual Golf Tournament – Friday, May 13, 2016

Each year, the Harlingen Chamber Golf Tournament allows members to network and make new contacts while enjoying a day of golf. A number of marketing and sponsorship opportunities are available.

Prime Time Business Expo – Thursday, June 16, 2016

PRIME TIME Business EXPO is an excellent opportunity for businesses to show off your products and services to hundreds of potential customers and other exhibitors. This themed event is one of our best networking opportunities to make new contacts, customers and bring a return on your investment.

Annual Awards Banquet – Thursday, October 20, 2016

The Harlingen Area Chamber's Annual Banquet brings the membership together to reflect on the past year, plan for the year to come and award those who have contributed to the success of both the chamber and the community. In 2015, over 220 members attended the Banquet and listened to keynote speakers Michael C. Scott (President and CEO of First Community Bank) and Daniel J. Collins (Chief Operating Officer of United Launch Alliance)

Public Affairs Luncheon – Two or three per year

Public Affairs Luncheons occur two or three times throughout the fiscal year from 11:30 am – 1:00 pm. Chamber members come to network, have lunch away from the office and listen to a top-notch speaker. Attendance averages at 250. Past luncheon speaker examples are: Congressmen Filemon Vela, U.S. Senator Ted Cruz, Red McCombs, UT-RGV President Guy Bailey, Founding Dean of UT-RGV School of Medicine, Francisco Fernandez, and Texas General Land Commissioner George P. Bush.

Lunch and Learn – Monthly

Lunch & Learn is a mini-workshop held over the lunch hour. Topics may include marketing, networking, accounting, hiring, customer service or any number of other business-relevant topics.

Business After Hours Mixer – Monthly

Business After Hours is a casual networking event that gives the host members an opportunity to showcase their businesses in a relaxed, festive atmosphere. YOU HOST, WE PROMOTE.

New Member Receptions – Twice per year

New Member Receptions are held to welcome new members and encourage networking among new members. The event begins with a quick training on your membership followed by a Welcome Reception/Mixer with other members.