



1180 Highway 17N - Suite 1 - Little River, SC 29566

Dear Future/Current Chamber Member:

Thank you for considering membership in the Little River Chamber of Commerce! Start taking advantage of excellent opportunities for your business to attract new customers and share information with our community and the world.

Your membership provides you with a Business Directory Listing on the Little River Chamber's website. You can update your information as often as you like and take advantage of these features!

- **Business Directory Listing** - your business information is available to consumers through the chamber's website. Visitors can search for you on our website, and your listing can also be found through search engines like Google.
- **Online Informational Brochure** - your own, self-controlled page on the chamber's website which can include your business description, hours of operation, location information, and up to 20 keywords for quality referrals.
- **My Chamber App** – your information is accessible on our mobile app to make it easier for potential customers to find you on their mobile devices
- **Job Postings** – add your own job openings to the Chamber's website
- **Hot Deals and Member 2 Member Deals** – include store coupons and special offers on the Chamber's website
- **Event Posting** - add your business' events to the Chamber's Online Events Calendar – chamber website visitors can add your event to Outlook, e-mail/text the details to a friend and request an automatically generated email reminder for your event.
- **News Releases** - Share announcements to be included in our weekly eNewsletter, and create positive publicity searchable online.
- **Social Media links Facebook, Twitter and Linked In** – Visitors can share your on-line information through these social media links along with our 10 other social media platforms.

Legislative and Public Policy – The chamber is the vision and the voice for Little River. With no municipality to look after local issues, the chamber is the only organization to represent your business and our community to Horry County government, the state of South Carolina and federal issues in Washington.

Marketing opportunities are not limited to the website. Included advertisement opportunities include ads in our printed bi-monthly newsletter, announcements listed in our weekly eNewsletter, social media solicitation, *and* we can send out e-blasts exclusively on your behalf. Contact us for more details.

Networking opportunities include Business After Hours, Ribbon Cuttings, and the Ambassador program. Also, keep your business visible in the community through participating in our special events and festivals.

Our benefits include discounted programs through Office Depot – for office supplies and printing, Constant Contact – your premier e-marketing solution, and Blue Cross Blue Shield for your health insurance needs. By virtue of your Little River Chamber Membership, your business also receives complimentary access to many U.S. Chamber services and benefits.

If you have any questions about your membership or benefits, please feel free to contact me.

The Little River Chamber of Commerce & Visitors Center looks forward to working for you.

Sincerely,

Jennifer Walters

Executive Director, Little River Chamber of Commerce & Visitor's Center

843-249-6604 | Jennifer@LittleRiverChamber.org



10 Ways the Chamber Adds Value to Your Business

- #1 Make New Business Contacts...** Networking is still a key reason businesses join the Chamber. Many opportunities enable you to meet potential customers, clients and vendors, including our Business After Hours.
- #2 Knowledge for Small Business...** You can save money and time for your business while acquiring new skills by attending our seminars, webinars and educational programs like Business Buzz.
- #3 United Front...** By joining with other local businesses, you make up a “united front for business” that only your Chamber can provide to strengthen and protect your business.
- #4 Market Your Products or Services...** Enhance your company’s brand and visibility by taking advantage of the Chamber’s many low cost marketing opportunities and events that provide you maximum exposure in the community.
- #5 Generating New Business...** Tap into the spending power of thousands of visitors, locals and prospects through www.LittleRiverChamber.org. Unlimited 24/7 access to our online member directory increases your business potential.
- #6 Communications...** We keep our members informed about upcoming events, new programs and services and legislative issues through Making Waves, our monthly newsletter, weekly e-newsletter and eBlasts.
- #7 Invest in a Healthy Economy...** Relocation or expansion of companies means more jobs and potential customers for you. Investing in the Chamber helps Little River promote quality growth.
- #8 Leveraging Resources...** Significant discounts on health insurance premiums through Blue Cross Blue Shield, in addition to other discounts such as Office Depot Savings Program and Constant Contact E-mail Marketing are available to “members only.”
- #9 Special Events and Festivals...** The Chamber plans special events throughout the year to promote Little River and bring visitors to our area. Take advantage of these unique marketing opportunities to promote your business to visitors and tourists who attend. Current festivals are the World Famous Blue Crab Festival and the Little River ShrimpFest.
- #10 Get Connected...** It’s a win-win situation when you get involved in the community where you live and work. As a member of the Little River Chamber of Commerce, you help improve and sustain the quality of life that we are so fortunate to experience.



Annual Events Schedule

Annual Dinner & Awards Ceremony - January

Held at the beginning of the new year, this business social, dinner, and awards ceremony is for all Chamber members to celebrate their previous years accomplishments. Awards presented include Ambassador of the Year, Business Member of the Year, Mary Martin Community Service Award, and the Freedom of Little River Award. There will also be a short ceremony for the installation of the new Board Chair and Board Members.

Business After Hours - Third Tuesday of the month from 5:30 - 7 p.m.

Hosted monthly by a different chamber member, this networking event is a great place to exchange business cards, generate new leads and partnerships, win door prizes, enjoy complimentary food & refreshments, and more.

Business Buzz

Business Buzz is our new educational program designed to aid business leaders and professional in the Little River and surrounding community to further their entrepreneurial skill sets.

Grand Opening & Ribbon Cutting Ceremonies

Ribbon Cutting services are available to all new members or to members celebrating an anniversary milestone, new or changed location. Chamber members are encouraged to attend to welcome new members to our chamber family and community.

Little River ShrimpFest - Second Weekend of October

The Little River ShrimpFest is our fall festival event! Attracting over 22,000+ attendees during the second weekend of October, we feature arts & crafts vendors, business expos, a large variety of live entertainment, children's area, Shrimp & Grits Cook-off, seafood delights from local restaurants, and the ever popular festival and street fair foods!

Tabling

The Little River Chamber of Commerce has been known to table at our members events - such as the American Legion's Open House - to promote our members and Little River. We are also happy to work with businesses to provide opportunities for our members to table at community events.

World Famous Blue Crab Festival - Third Weekend of May

The World Famous Blue Crab Festival is the longest running festival along the Grand Strand. Attracting more than 50,000 attendees throughout the weekend, this festival features a variety of exhibitors and vendors including arts & crafts, business & community organizations, children's activities, Beach Music, Festival Food and of course, Blue Crabs and Fresh, Local Seafood.



Member Incentive Package

Your membership package includes all of the following:

FREE – Business Directory Listing on the chamber website which includes a listing within your main category, a map to your exact location, a hotlink to your website, plus self controlled business description area. Website traffic drives more than 27,000 directory searches and 32,000 member page hits per year.

Value = \$175

FREE – Enhanced Social Media Presence through Facebook, Twitter and Linked In sharing options for Hot Deals, New Jobs, Upcoming Events, New Members, and News Releases. New members receive one "mention" on Facebook. (1) Social Media Solicitation is available per calendar year.

Value = \$75+

FREE – Weekly E-Newsletter highlights your business and special promotions. Distributed to our membership and beyond to the community.

Value - \$500 (\$10.00/week)

FREE – Membership listing of all members of the Little River Chamber of Commerce, including business name, address, and phone numbers. (Little River Chamber of Commerce does not publish e-mail addresses in any member listings)

Value = \$100

FREE – (1) Dedicated E-mail blasts for your business per year to all members allowing you to provide members with up to the minute information about your business or event and any press release or special promotion information. Limited on per member per year, limit one eBlast per week.

Value = \$50

FREE – (1) Advertisement in our monthly printed newsletter that is sent to all members.

Value = \$50

Additional Added Values

Constant Contact

Up to 25% discount on membership to Constant Contact – a complete e-marketing solution that helps you connect with customers and build your business. Includes 60-day free trial and your monthly fee.

Value = \$60 first year, and \$30 per year thereafter.

U.S. Chamber Federation Partnership

By virtue of your Little River Chamber Membership, your business receives complimentary access to many U.S. Chamber services and benefits. Call us your US Chamber Membership Number or visit www.uschamber.com for more information.

Value = \$250

Blue Cross Blue Shield

As a member of the Chamber, you can receive the Business True Blue or Business True Blue Value plan - Up to 35% discounts on healthcare costs for you and your employees. Individual options available through Personal True Blue.

Office Depot

As a Chamber member, you receive discounts at Office Depot - 5%-30% on merchandise, up to 70% on printing.

Membership Savings and Incentives = \$1,385.00+

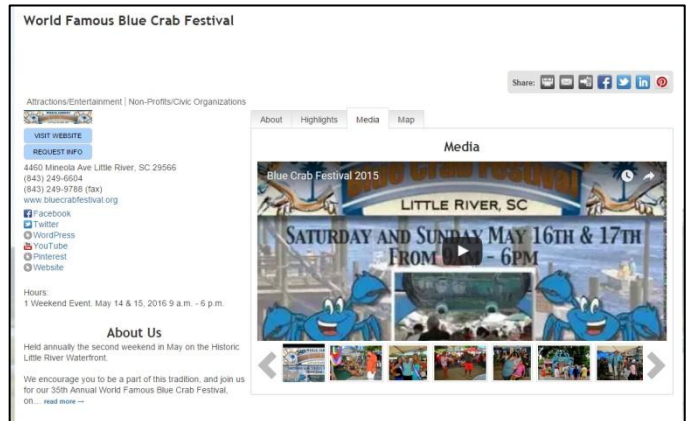
Enhanced Directory Package

A special new enhanced directory member incentive package is now available to all new and current members at an additional fee of **\$65**. Additional benefits of the enhanced package include:

E-Brochure/Business Directory Listing

- 1,600 character description
- Multi-word bullet point listings (up to 5 points)
- Map Link (Google, Map Quest or upload your own PDF Map)
- Photos (up to 8)
- Additional Website Link—Add another link to your website. This will also appear on the search results page above your phone number
- Add One YouTube Video

Value = \$60



Search Results Listing

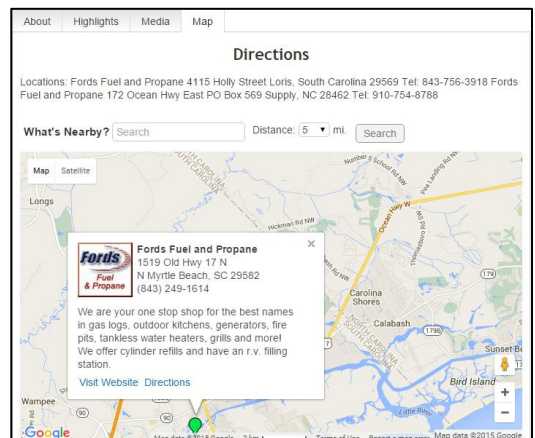
- Priority Placement: Your business name will be displayed above any non-enhanced business listing in your business category search results
- Search Results Listing Logo—Your logo is placed next to your name on the search results page, visually guiding users towards your business.
- Additional Key Word search terms
- 200 character description under company name on Search Results

Value = \$40

Enhanced Map Details

- Pin mark
- When clicked on:
 - Picture/Logo
 - Web link
 - Name
 - Contact Email
 - Phone Number
 - Directions Link
 - Address
- Description

Value = \$20



As well as these complimentary benefits:

- 1 Additional solicitation social media post*
Value = \$25
- 1 additional printed newsletter ad*
Value = \$50
- 1 additional eBlast or eNewsletter ad
Value = \$25

**Limitations apply*

That's a total Value of \$220 for only \$65!



Advertise With the Chamber

Opportunities listed are already included in our membership package at no additional charge unless otherwise noted. For more information on advertising with the Chamber, please email Izzy@LittleRiverChamber.org.

Distribute Marketing Materials

All members may display company literature, promotions, and/or business cards at the Chamber office. The Chamber has information about tourism, clubs, organizations, business, industry, relocation & general information. Visitors and locals alike commonly ask us about local businesses, and we would love to refer them to you. As the chamber has hundreds of members, we encourage you to stop by and check if we have your updated marketing materials in stock and on display.

Website Banner

Advertise online with a banner on the chamber website.

Front page: \$2,400/year | Business Directory: \$1,500/year | Monthly rates not yet available

Weekly eNewsletter - Announcements

All members are welcome to submit announcements to be included in the weekly eNewsletter that is distributed Thursdays. *Submission process:* To have your content included, please submit a "News Release" via the member portal. All members are able to do this as often as needed at no additional charge.

Weekly eNewsletter - Ad

There is limited ad space available in the weekly eNewsletter at a rate of \$500/year or \$10/week. No more than one ad per eNewsletter will be available. First come first served.

Making Waves (printed bimonthly newsletter)

This printed newsletter will be published bimonthly with February/March, April/May, June/July, August/September, October/November, and December/January issues. All members are welcome to one free 3" x 2.5" (about the size of a business card) ad per calendar year. Please note that the chamber does NOT have the resources to design or edit your ad for you. Accepted ad formats are: .jpg, .png, or .pdf. Ad alternatives are: a picture of your business card, logo, or a basic block of text. Email Izzy@LittleRiverChamber.org by the 1st of the month (ie: January 1st for the February/March issue) prior to publication to have your information included. Additional ads are available at \$250/year or \$50/issue.

eBlast - email solicitation

Chamber members are now able to send one solicitation eblast via the chamber. Limit 1 per member per calendar year. We will send out no more than one solicitation eBlast per week (read: only 52 slots a year) - so schedule yours early! No additional eblasts available.



Advertise With the Chamber (Cont.)

Facebook - solicitation

All members are welcome to one "solicitation" social media post for Facebook per calendar year. Email Izzy@littleriverchamber.org at least one week in advance with the content you want posted as well as the date and time to be sent out. No more than one solicitation post per week will be accepted; which means there are only 52 slots a year - so contact me now! First come first served. No additional posts available.

Facebook also offers an affordable name-your-price advertising by boosting your post - if this paid opportunity interests you, please include it in your email.

Social Media - #WhereIsItWednesday

The chamber has been furthering its engagement with the community, and we'd like you to be involved! To sponsor a "Where is it Wednesday" email Izzy@LittleRiverChamber.org a photo taken in/around your business or of your logo wrapped car, and drop off a prize for the winner at the Chamber office (or prepare an email for them). Possible prize ideas include: coupons, goodie bags, gift baskets, etc.

Facebook also offers an affordable name-your-price advertising by boosting your post - if this paid boost interests you, please include it in your email.

Social Media - #ThrowBackThursday

Has your business recently undergone a change or renovation? Send us a before and after photo for us to post on Instagram, Facebook, and Twitter.

Facebook also offers an affordable name-your-price advertising by boosting your post - if this paid boost interests you, please include it in your email.

Pinterest

Pinterest is a great way to showcase your services and adding the Chamber name can help. Email Izzy@LittleRiverChamber.org about which boards you would like to be a Guest Pinner on. We are happy to showcase and contribute to boards that represent multiple businesses in the area.

Other promotional opportunities include Ribbon Cuttings, hosting a Business After Hours, sponsorship opportunities, and more. In addition to your self-controlled business directory, don't forget about your ability to post Hot Deals, Job Postings, News Releases, and Events via the member portal.

We are always looking to update and expand our member benefits. If you have an idea, please let us know at 843-249-6604 or Info@LittleRiverChamber.org.