

Washington County Chamber - Events and Promotional Programs

Glossary & Policies 2017

Annual Banquet

Held in late January/early February, this is the largest event the Chamber hosts each year in conjunction with the Brenham Economic Development Foundation at Fireman's Training Center. Over 500 guests attend. Headline Sponsorships offer huge recognition and publicity for \$1800, and one reserved table for 8 guests is included. Chairman's Circle and Presidential levels have sponsorships included as one of their membership benefits.

Administrative Professionals Appreciation Luncheon

Held in April, this luncheon features an entertaining/motivational speaker and is a great way to recognize and reward key employees. Three sponsorship levels offer a range of benefits: \$1200, \$500, \$250. Inquire for full details by the end of February to receive maximum publicity.

Blue Blazers

These volunteers act as official greeters and hosts of our community. Their objectives include promoting programs and increasing membership, interacting with local businesses, greeting at Chamber functions, and conducting ribbon cuttings and groundbreaking ceremonies. The club has a maximum of 20 members. Those interested may request an application form and will be contacted when there is an opening.

Business After Hours *(See Connect After 5)*

Business Spotlights *(See News Releases)*

Calendar Listings

Any member may submit an event for inclusion on BrenhamTexas.com. Member events are also published in the monthly printed newsletter in the *Banner Press* newspaper. Events of interest to visitors/tourists can appear on the VisitBrenhamTexas.com website and may be publicized in other media. To submit an event, go to www.BrenhamTexas.com and click on "Calendar of Events." When the calendar appears, you will see a link above it that states "Submit New Event." Click that link, then complete all fields on the screen. They do not appear automatically. Chamber staff review submissions every business day and reserves the right to edit them for clarity (and also to reject them) before publishing.

Certificates of Origin

Certificates of origin will be signed by the Washington County Chamber on behalf of local manufacturers that export goods internationally, when certain criteria are met. Inquire for full details. Members can receive two Certificate of Origin signatures per month. Subsequent signatures in the same month are \$2.00 per certificate.

Connect After 5 *(formerly called Business After Hours)*

An after-hours event for Chamber members and residents of Washington County at your location. There is only one "Connect After 5" per month, scheduled each year on a first-come, first-served basis. Thursday and Tuesday evenings recommended. Host provides location, hors d'oeuvres and beverages. (You may contact members in the Beer/Wine/Beverages categories for possible product donations.) Event takes place between 5pm-7pm. Typical attendance is 50-100 guests, higher if you have many attend from your own customer/contact list. The Chamber coordinates publicity in local media and announcements in Chamber newsletter, website and email blasts. There are two options for the event cost and method of inviting Chamber members. For \$750 the Chamber will mail a custom-printed invitation to all members and host will be given a small supply of extras for your own contacts; follow up emails will also be generated. For \$500 the Chamber will have a custom invitation designed, email it to all members and representatives, print and mail a small quantity to those members without email addresses, and provide you with a small supply of extras for your own contacts. Members are welcome to partner together to organize and split the cost of a "Connect After 5" event. This is limited to a maximum of two hosts at one site.

Constant Contact Email Marketing Program

Members that subscribe to this popular email marketing program are eligible to receive discounts on their Constant Contact accounts. You can save 20% if you prepay for 6 months and 25% if you prepay for 12 months. That's a 10% deeper discount than what is available to our regular customers!

Credit Card Processing *(See Infintech)*

CVB

This is the acronym for the Convention & Visitors Bureau, a department of the Chamber that focuses on attracting tourists, disseminating visitor information, and working with tourism partners to continually enhance the local tourism industry.

Eblasts *(Email "Blasts")*

The Chamber will forward a member's message as an "eblast" to all members, as long as it does not have a strong-sell for sponsorships or donations. The message should be newsworthy, typically about an upcoming event. Members may promote a sales event, as long as it also offers some type of special free experience (music, refreshments, etc.). Holiday-themed events that require tickets may be promoted, as long as they appeal to and are open to a wide audience. The Chamber reserves the right to edit messages for grammar and appropriateness. In accordance with the Chamber's By-Laws, no partisan messages may be disseminated nor any promotion of any candidate for elected office. The weekly "eblast" goes out every Thursday. Members may submit a message a maximum of once per quarter each calendar year. The cost is \$50 per insertion at the Basic membership level, and free (included with dues) at the four upper levels.

EDF

This is the acronym for the Economic Development Foundation, an independent non-profit organization that shares space in the Chamber building and management by the Chamber president/CEO. The BrenhamEDF.com website has complete information about its mission and history. Any interested business or individual in the Brenham community may purchase shares for \$50 each and become a member of the EDF.

Groundbreaking Ceremonies *(See Ribbon Cuttings)*

Hot Deals

A "Hot Deal" is a special offer provided by a member. It is designed to promote sales or discounts on member products/services, an open house event, a free tour, free refreshments while shopping, etc. The offer must be for a limited time with an expiration date. Hot Deals provide members with measurable/trackable results. There is no limit to how many Hot Deals members can offer! The cost is \$50 per Hot Deal posting at the Basic membership level, and free (included with dues) at the four upper levels.

Infintech Credit Card Processing

Members can receive major savings on credit card payment processing fees. The Chamber has partnered with Infintech to bring members much lower rates through collective buying power. Members can request a free proposal to see if Infintech can lower your processing rates. No contracts and no equipment to buy. Contact Will Watson at (979) 345-2988 or will.watson@infintechllc.com.

Job Postings

Members of all levels may submit Job Openings for inclusion on BrenhamTexas.com for free. To submit a Job Posting, go to www.BrenhamTexas.com and click on the "Find Job" icon on lower right side of home page. When the listings appear, you will see a link above that states "Submit New Job Posting." Click that link, then complete all fields on the screen. They do not appear automatically. Chamber staff review submitted postings every business day and reserves the right to edit them for clarity (and also to reject them) before publishing.

Leadership Washington County

A prestigious program to educate, train and motivate existing and emerging local leaders to build skills for the future benefit of Washington County organizations. Program runs August–May. Tuition fee is \$650. Monthly lunch sponsorship opportunities for \$250. More details and an application form are on BrenhamTexas.com.

Lobby Display

The Chamber has close to 10,000 walk-in visitors annually. Whether they are looking for an attraction, a place to eat, directions, or a business referral, we assist their needs. Basic level members are able to place business cards and the four upper level memberships offer ability to place brochures or special materials for visitors to take. Members who are “tourism partners” may also have brochures placed in the Visitor Center inside Simon Theater.

Magazine (also referred to as Business Directory or Member Directory)

Members are promoted in the Chamber’s award-winning annual magazine that features informative articles, community data and a classified directory. Listings in the “directory” section are included with your annual dues. The magazine reaches thousands of area businesses, residents, newcomers and visitors, and Chamber members may also opt to purchase advertising space. Full details and ad rates are sent to members each year in the Fall.

Membership

Members invest in the Chamber through the payment of annual dues. There are five levels, and you can choose your desired package of benefits: *Basic, Business Builder, Business Investor, Presidential Level and Chairman’s Circle*. On top of all the marketing and networking benefits, being a member of the Chamber boosts your credibility to consumers and makes you a stakeholder in the progress of the local economy.

Membership Labels – Exclusively for Your Use

Interested in mailing your own information to Chamber members directly? You can purchase the current list on labels, sorted either alphabetically or by zip code. The cost is \$40 per set of labels (\$45 if it must be mailed).

Networking Breakfasts (See “Wake Up, Washington County!”)

News Releases/Business Spotlights

You can be in the “spotlight” by providing a news release about your organization (150-200 words maximum). It can be about a recent award, event, business expansion, new employee, or simply a couple paragraphs about your products/services. Members may submit a maximum of 1 news release per quarter each calendar year. The cost is \$50 per insertion at the Basic membership level, and free (included with dues) at the four upper levels. These run on the Chamber home page and in the printed monthly newsletter in the *Brenham Banner Press*.

Newsletter Ads in the Monthly Newsletter, *The ChamberWorks*

Published inside the *Brenham Banner Press* each month. Rates start at only \$25 per month (for a 12-month commitment) for a business-card-size ad. The rate for a one-time ad is \$40; a three-month run is \$35 per month.

Online Calendar (See *Calendar Listings*)

Referrals

Thousands of people a year ask the Chamber for referrals, and we refer to members first! Referrals happen 24 hours a day online and during business hours by phone and in person. The Chamber website, BrenhamTexas.com, has 7,500-10,000 hits per month. Every member has a searchable listing on this website with a direct link to your website. Tourism partners are also listed on VisitBrenhamTexas.com.

Relocation Package

This package of community information is assembled in an attractive folder for newcomers to the area. Members can provide a quantity of your printed promotional materials to be included in all Relocation Packs given out at the Chamber. This is a hugely valuable opportunity for those interested in contacting new and relocating individuals and businesses. The cost is \$85 per year, to be included in approximately 150 packages.

Ribbon Cuttings

Members that have a new business, change in ownership or an expansion are eligible for a ribbon cutting ceremony. The policy is to hold these within six months of the business opening/event. Chamber representatives, city and county officials, media and other special guests attend. Local newspaper and radio publicity is generated on your behalf. There is no cost, other than the option of providing refreshments. A Blue Blazer volunteer will be assigned to conduct your ribbon cutting and guide you through the process.

Small Business Forum

This annual event provides local businesses with information needed to succeed in today's economy. Outstanding speakers are featured along with industry exhibitors, and the "Business of the Year" award is presented. Headline Sponsorships offer excellent exposure and publicity for \$1800, and include a reserved table for 8 guests. Exhibitors spaces are available for \$150. Full details are sent to members in the Spring, and the deadline to confirm a sponsorship to receive maximum publicity is the end of April.

Social Media "Focus" Package

This valuable benefit is included in the three upper membership levels. Other members may opt to purchase the package for \$400. The package includes: the creation of a custom message with video (at location of member's choosing, approx. 1 minute long, shot on iphone); a Facebook post featuring the message and video; boosting of the Facebook post (\$15 value); a Twitter post featuring the video; a Youtube upload of the video (on Chamber channel); permission and instructions to repost/retweet on member's social media channels; and a news release/business spotlight created from the message. A personalized strategy session with Chamber staff is the first step in the production of the Social Media "Focus" Package.

"Tailgate Party"

Held in late August, the Chamber's annual fundraiser has a football "tailgating" theme. There are several exciting sponsorship levels that offer great exposure and reserved seating benefits. Guests enjoy the casual event wearing their favorite team colors and bidding on silent auction items. Full details are sent out to members in June.

Tourism Partners

Members from businesses, organizations, venues and events of interest to tourists/visitors are considered "tourism partners." They are able to display information at the Visitor Center (inside Simon Theater) and on the VisitBrenhamTexas.com website. The CVB staff coordinate the publication of the annual Visitor's Guide, ads, press releases and special promotions to group travelers and meeting/event planners. Please call if you are not already receiving these details and would like to be added to the "Tourism Partners" list.

Tourism Tuesday

Every other month, typically on the second Tuesday at 9am, tourism partners gather at the Chamber and learn about current activities of the CVB and at each other's sites. Roundtable discussions are held and it is a good time to network and stay informed about partners in the tourism industry. Email reminders are sent to members on the "Tourism Partner" lists. Inquire for more details.

"Wake Up, Washington County!" Networking Breakfasts

These breakfast events are held quarterly at a variety of locations with host site sponsors (\$200) and breakfast/food sponsors (\$150). Contact Jane Hinze for details about upcoming opportunities.

Web Site/Online Advertising

Banner ads and enhanced listings are available on the Chamber website. These are offered through Chambermaster. A friendly representative from Chambermaster, Suzanne Johnson, visits each year and holds personal meetings, group trainings, and free consultations for those interested. Inquire to receive more details.