

# WHY SHOULD I INVEST IN A CHAMBER MEMBERSHIP?



**CHAMBER MEMBERSHIP MEDIA KIT | 2023 ISSUE**

**LIST ADS, NEWSLETTERS, JOB POSTINGS, ANNOUNCEMENTS, PROMOTIONS AND EVENTS**

**LEARN MORE ABOUT BUSINESS EDUCATION NETWORKING AND SPONSORSHIPS**

**VIRTUAL EVENTS AND OPPORTUNITIES ARE AVAILABLE**

**TIPS AND IDEAS FOR GETTING THE MOST OUT OF YOUR INVESTMENT**

**EFFECTIVE WAYS TO MARKET YOUR BUSINESS / ORGANIZATION**

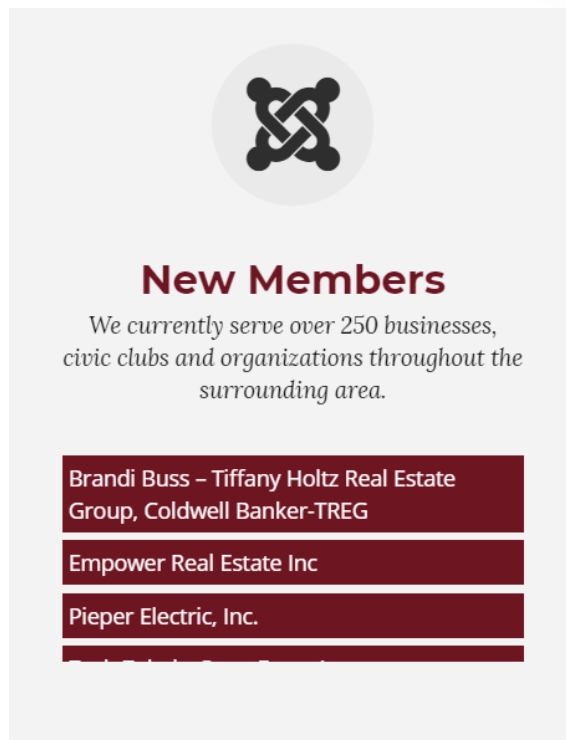
**Reach the community of New London, the surrounding areas and beyond.  
Let's grow - Together.**

**New London Area  
Chamber of Commerce**

**\* ALL ADVERTISING OPPORTUNITIES INCLUDED IN MEMBERSHIP\***

# HOW WE WELCOME YOU TO THE CHAMBER (6 ways)

## # 1 Member listing scrolls the front page of Chamber website for entire year



## # 3 Facebook page is shared for 3500 followers to view



## # 2 Member Write-Up Emailed to over 600 Contacts

Hello Everyone,

Join us in welcoming our newest Chamber Member – Northeast & Central Wisconsin ATV-UTV Association

**Northeast & Central Wisconsin ATV-UTV Association**

**Contact: Gene Goode**

P.O. Box 454

Fremont, WI 54940

(920) 574-1986

[Necwisatv.utv@gmail.com](mailto:Necwisatv.utv@gmail.com)

Click [here](#) to like us on Facebook

Wisconsin has possibly the most extensive ATV trail system in the US, with an estimated 6,000 to 10,000 miles of trails. Exploring the rolling hills, forests, and lakes throughout the state is even better when sharing the experience with friends and loved ones.

Our Mission Statement is to promote recreational and commerce opportunities to Northeast and Central Wisconsin. If you want ATV-UTV trails in YOUR community, please contact us for more information and join our association. We can help! Serving: Waupaca, Winnebago, Waushara, Outagamie, & Shawano Counties and the Greater Fox Valley Area.

Again, join us in welcoming Northeast & Central Wisconsin ATV-UTV Association to the New London Area Chamber of Commerce. We look forward to a long working relationship with them.

## # 4 New member contact information scrolls on the Outdoor Marquee for 30 days.



## # 5 Announcement including your promotional paragraph of your business as a new investor and contact information printed in the New London Press-Star



### HOW DO I TAKE ADVANTAGE OF THIS?

Automatically listed after member application, logo and member write-up are collected.  
(920) 982-5822 | [Directorennewlondonchamber.com](mailto:Directorennewlondonchamber.com)

# MEMBER DIRECTORY

(This is where we use your promotional paragraph)

# 6 Over 2000 people visit the Chamber website on a monthly basis. The Member Directory page is ranked the top visited page. Check out how your business or organization will be listed with over 270 other Chamber investors.

Logo Here



Business / Organization Website Linked

ThedaCare Medical Center – New London

Shows the Community When You Invested

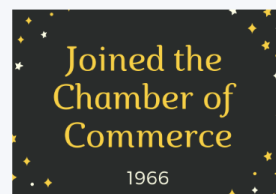
Overview and Contact Person

#### DESCRIPTION

Contact: David Corso - VP of Critical Access Hospitals

Offering the area's most complete healthcare system and services.

ThedaCare ensures you and your family have convenient access to expert, local care. So, whether you live in New London or in surrounding communities, you can be assured an entire team of expert providers is available – when and where you need them. From well visits with your primary care provider to joint health with an orthopedic specialist to cancer care with oncology and hematology experts, it's all available right here in New London. And as part of the greater ThedaCare healthcare system, our medical center in New London has the complete support of expert providers and additional specialties across Northeast and Central Wisconsin.



#### LISTING LOCATION

1405 Mill St.

920-531-2000

http://thedacare.org

Google Map Listing



Location / Phone / Website

Links Social Media Pages

CONNECT WITH US



## HOW DO I TAKE ADVANTAGE OF THIS?

Automatically listed after member application, logo and member write-up are collected.

(920) 982-5822 | Director@newlondonchamber.com

# MARKETING OPPORTUNITIES

# 1 Display event information for 30 days.  
10,000 vehicles will view daily.



#2 E-Newsletter - The Local Loop



- Post ads, posters, videos, or community news anytime!
- The Local Loop is sent to 500 recipients every Tuesday.
- Submit your info by Friday for it to appear in the next weekly newsletter.
- Submissions run up to four (4) weeks.

# 3 Add event dates, meetings and community gatherings on the Community Calendar which is viewed by 500+ viewers on a monthly basis.



# 4 Post event posters, job postings or volunteer information in the Tourism Area. Open 24 / 7 to the public.



# 5 Display brochures, service information, menus and business cards in the Tourism Area. Open 24 / 7 to the public.



## HOW DO I TAKE ADVANTAGE OF THIS?

**Local Loop Submissions:** e-mail submissions in jpg/pdf format to: [Director@newlondonchamber.com](mailto:Director@newlondonchamber.com) automatically entered on **sign** and **calendar**.

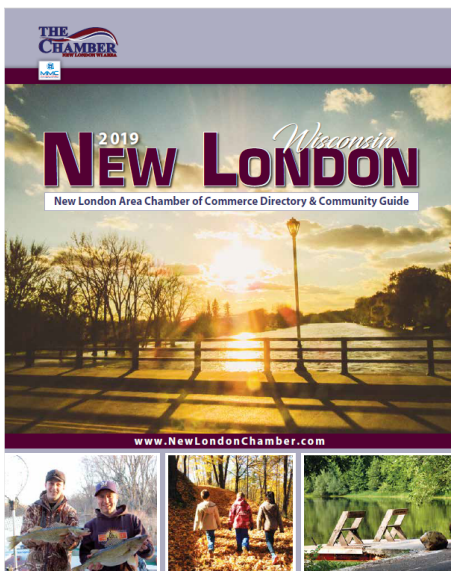
**Tourism Area Information:** drop off items at the Chamber Office  
Questions? (920) 982-5822 / [Director@newlondonchamber.com](mailto:Director@newlondonchamber.com)



# MARKETING OPPORTUNITIES

# 6 Get listed! Chamber Investors are in the member directory of the annual Tourism Guide.

- 10,000 copies distributed in New London, surrounding areas and throughout Wisconsin.
- Digital version linked on Chamber and Tourism webpage and Local Loop.



NEW LONDON AREA CHAMBER BUSINESS LISTINGS			
<b>AMERICAN TRAVEL</b> C&L Lanes Corporation 1100 Madison St. New London, WI 54601 Phone: 920-2111 • Fax: 920-2688 www.chamberofcommerce.com	<b>AMERICAN TRAVEL</b> C&L Lanes Corporation 1100 Madison St. New London, WI 54601 Phone: 920-2111 • Fax: 920-2688 www.chamberofcommerce.com	<b>AMERICAN TRAVEL</b> C&L Lanes Corporation 1100 Madison St. New London, WI 54601 Phone: 920-2111 • Fax: 920-2688 www.chamberofcommerce.com	<b>AMERICAN TRAVEL</b> C&L Lanes Corporation 1100 Madison St. New London, WI 54601 Phone: 920-2111 • Fax: 920-2688 www.chamberofcommerce.com
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# 7 More outreach! We'll find and help share your special holiday deals on social media and in the weekly Local Loop

*Mother's Day Dining Specials*

CHECK OUT THE SPECIALS  
OUR MEMBERS HAVE TO OFFER

**EL TEQUILA MEXICAN RESTAURANT & CANTINA**  
Pollo a la Parrilla \$9.49, Chicken or Beef Chimichanga \$8.49  
Lime Margaritas \$1.99, Tropical Margaritas \$5.99  
10:30 AM - 9 PM, (920) 250-5262

**CRYSTAL FALLS BANQUETS & CATERING**  
All You Can Eat Brunch \$14.00  
10 AM - 2 PM, Reservations Required  
(920) 982-0627

**SHAMROCK HEIGHTS GOLF & SUPPER CLUB**  
All You Can Eat Buffet \$13.95  
10 AM - 2 PM  
(920) 982-4060

**THE WATERS SUPPER CLUB & LOUNGE**  
Roast Chicken, Pork Roast, & Tenderloin Tips \$12.95 each  
Full Menu Also Available  
11 AM - 4 PM, (920) 982-7960

# 8 Get noticed! Business anniversaries shared on social media and in the weekly Local Loop. This is shared on social media.

# 9 Get featured! Feature Five in the Local Loop - we rotate through membership all year long. This is shared on social media.

## This week's "Featured 5"

### CONGRATULATIONS!

#### JUNE BUSINESS ANNIVERSARIES

Bemis North America Graphics	15 years
Fehlberg Memorial Veterans Ride, Inc.	11 years
Lionettes of New London	57 years
Master Electrical Services LLC	28 years
McDonald's of New London	39 years
New London Rotary Club	97 years
Pads and Pets LLC	1 year
Rice's Greenhouses, Inc.	80 years
Smiles by Design, S.C.	35 years



**Most Precious Blood Parish**  
(920) 982-2346  
712 S. Pearl St.  
New London, WI  
[Like us on Facebook!](#)



**MS Driving Instruction**  
(920) 716-7726  
775 Industrial Loop  
New London, WI  
[Like us on Facebook!](#)



**NAPA Auto Parts - MPEC**  
(920) 249-5538  
105 Henry St.  
New London, WI  
[Like us on Facebook!](#)



**New London Aquatic and Fitness Center**  
(920) 982-8524  
815 W. Washington St.  
New London, WI  
[Learn More!](#)



**New London ATV Club**  
(920) 538-1975  
New London, WI  
[Like us on Facebook!](#)

### HOW DO I TAKE ADVANTAGE OF THIS?

Tourism Guide, business anniversaries and features are automatically listed with membership *if information is on file*. Chamber will search social media for **special holiday information** or contact us.

(920) 982-5822 | [Director@newlondonchamber.com](mailto:Director@newlondonchamber.com)

# MARKETING OPPORTUNITIES

# 10 New members-set up a "Networking Pays" table at the next Chamber Banquet to network with business professionals. Trust us, it pays to network!



# 13 Send monthly newsletters or a company / event press release to be posted on the Chamber Website for the year.



Send us Your Newsletters

Member Monthly Newsletters

Your Name (required)	B&W Lighting, LLC
Your Email (required)	CNP Services - 2019 HeadStart Enrollment
Subject	First State Bank - Surgeon Shuffle 10K Run 5K Run/Walk - April 27, 2019
Your Message	Fox Communities Credit Union Fox Facts Newsletter - April 2019
	Mission of Hope House of WI, Inc. - March 2019
	Mission of Hope House of WI, Inc. - Building Phase is Complete (closed)
	Mission of Hope House of WI, Inc. - Information on Services Provided (closed)
	Mosquito Hill Nature Center - May 2019

# 13 Have a Business After Hours to bring the community into your space. Share tours and updates about your business / organization.



# 11 Have a Ribbon Cutting Ceremony to celebrate a new business, new location, an anniversary or an open house.



# 12 Attend Chamber Networking in person or virtually. Share business updates and business cards the 3rd Wednesday of every month at 8 a.m. at Familiar Grounds.



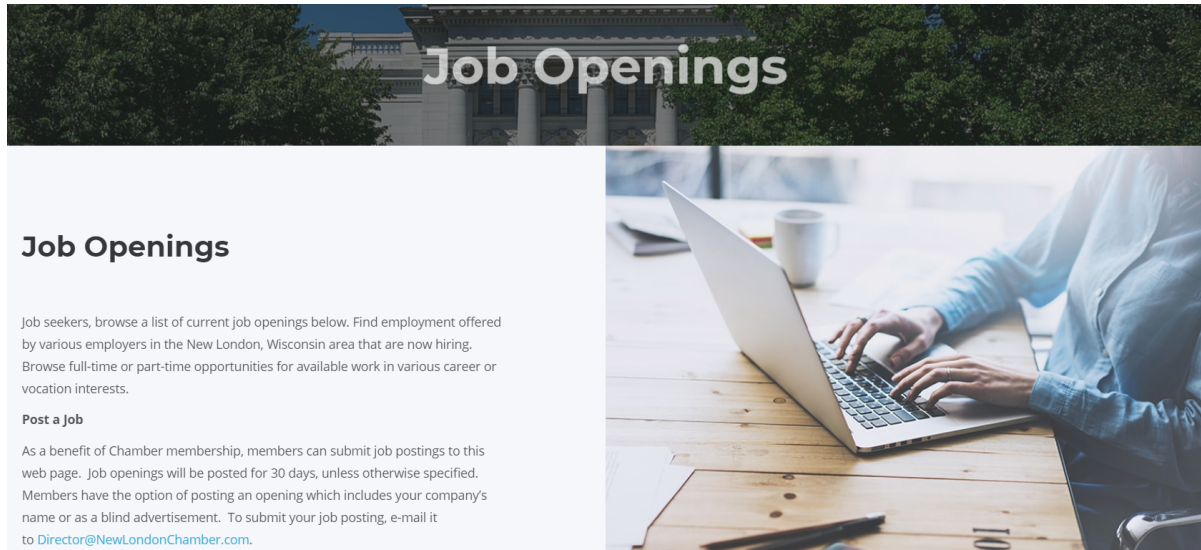
## HOW DO I TAKE ADVANTAGE OF THIS?

- We will invite all new members for the "Networking Pays" table through email.
- Contact us for a **ribbon cutting** or **business after hours**.
- A Chamber **networking** email reminder will come out the Monday before we meet. No registration required.
- E-mail us your **newsletter** links  
(920) 982-5822 | [Director@newlondonchamber.com](mailto:Director@newlondonchamber.com)



# TAKE ADVANTAGE OF MEMBERSHIP

# 1 Feature a job posting on the Chamber Website. The "Employment Page" is ranked the top two visited page on the Chamber Website with over 950 views per month. Send a link or a job description to [Director@newlondonchamber.com](mailto:Director@newlondonchamber.com)



# 2 Reserve the Chamber Board Room for Meetings or Interviews up to 16 people, technology is available for presentations



# 3 Download the NL Connect App!

- Access to updated news/events from: New London School District, City of New London and the New London Area Chamber of Commerce.
- Members have a direct connection with students, faculty and community. This means more views of your job postings, deals, events and more.



## HOW DO I TAKE ADVANTAGE OF THIS?

Contact us with **job postings** and **board room** reservations.

All members are automatically linked in the **New London Connect App**.

(920) 982-5822 | [Director@newlondonchamber.com](mailto:Director@newlondonchamber.com)

# TAKE ADVANTAGE OF MEMBERSHIP

## # 4 Register for the Chamber Loyalty Program

Every chamber member and employee has access to exclusive membership deals with the Chamber Loyalty Program. Chamber members offer exclusive deals to Chamber members only. View the 40+ different participating businesses on the Chamber website.

## Chamber Loyalty Program



EXCLUSIVE MEMBER-TO-MEMBER DISCOUNTS!

Because the New London Area Chamber of Commerce wishes to promote business growth among fellow Chamber members, we have created the Chamber Loyalty Program.

CHAMBER MEMBERS OFFER DISCOUNTS TO CHAMBER MEMBERS ONLY!

Members and their employees can pick up key-cards at the Chamber to be presented at participating businesses to receive a discount. All participating businesses are listed on the Chamber website.

ENJOY EXCLUSIVE DISCOUNTS FROM OVER 40 DIFFERENT PARTICIPATING BUSINESSES

If your business is interested in participating in the Chamber Loyalty Program, please contact the office at (920) 982-5822



# 5 Our Chamber values professional development opportunities and educational programs, which assist members in strengthening their operations. Therefore, the New London Area Chamber of Commerce offers the Continuing Education and Training Scholarship Program to assist and encourage existing member businesses to advance and / or maintain the knowledge and professionalism of their employees that is necessary for continued business growth and viability.

## # 6 Become a Chamber Champion

- Sponsor Chamber events with a total of \$1500+
- Become a Chamber Champion. (trades included)
- Business logo is linked and scrolls on Chamber website throughout fiscal year.
- First right of refusal given to last year host sponsors



## HOW DO I TAKE ADVANTAGE OF THIS?

- Contact us if you would like to add a deal to the **Loyalty Program** list. Key tags for employees are available in the office.
- **Continued Education** and **Training Scholarship Program** – email: [director@newlondonchamber.com](mailto:director@newlondonchamber.com)
- Visit [newlondonchamber.com](https://newlondonchamber.com) to view **sponsorship opportunities**, contact the chamber to register (920) 982-5822 | [Director@newlondonchamber.com](mailto:Director@newlondonchamber.com)



## I Joined, Now What?

New chamber membership brings a lot of benefits, but also a lot of questions. We're here to help! Visit <https://newlondonchamber.com/i-joined-the-chamber/> to learn more about how to utilize your membership. Or contact the Chamber to set up a new member orientation.



# GIVE BACK TO THE COMMUNITY

## JOIN A COMMITTEE

### Ambassador / Membership Committee

**Purpose:** To uphold the continued responsibility of welcoming new businesses to our community and to the Chamber. Coordinate Chamber networking events. Lead ongoing membership recruitment and retention. This committee is the eyes and ears of the Chamber, promoting the benefits of membership and evaluating member satisfaction.

### Chamber Event Committees

**Role:** To coordinate Chamber hosted community events such as the Women's Wellness Walk, Wine & Beer Tasting, Chamber Golf Outing, Fall Fest, Wheels on Water Street and Winter Wonderland on the Wolf.



**CHAMBER MEMBERSHIP DUES GO  
BACK INTO THE COMMUNITY  
THROUGH STUDENT SCHOLARSHIPS,  
ONGOING MEMBER EDUCATION AND  
WORKFORCE ADVERTISING.  
CHAMBERS PROMOTE PROSPERITY IN  
COMMUNITIES.  
UNITED COMMUNITIES BUILD A  
STRONG WORKFORCE!**

## VOLUNTEER – New London's Green Team

The Downtown Revitalization Subcommittee is committed to identifying best practices for building rural prosperity and community pride throughout the New London area. After being inundated with requests for volunteer opportunities, we've created a program that allows groups, community members, students and businesses to give back. Help us by picking up trash, cleaning, sweeping and removing graffiti and beautifying the City we love with all supplies provided! It's a great way to show the community you care and do a little team building with your civic group, employees, students or clubs along the way!



## Pride Has An Address!

### HOW DO I TAKE ADVANTAGE OF THIS?

E-mail, call or stop in and chat with us or find **committee information** online. Visit [www.newlondonchamber.com](http://www.newlondonchamber.com) or scan the QR code to learn more about **New London's Green Team**. Annual Chamber membership dues are sent to the physical address on file in October with a renewal packet. This packet will include a "Member Update" form that you're asked to verify, a member certificate, and this media kit. We are happy to send to your email at anytime.

(920) 982-5822 | [Director@newlondonchamber.com](mailto:Director@newlondonchamber.com)

# \*BUSINESS LOGO / BRANDING

Small fee applies

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A business / organization logo is an important part of branding (recognizing) your company. Your logo is displayed on the Chamber's website under "Member Directory", and could also be used in either our Local Loop newsletter or included on marketing material if you choose to sponsor a Chamber event.

If you don't have a business logo, the Chamber could help you by doing one of the following:

Create a simple business logo with only your business name - Free

-OR-

Design a custom logo for your business - \$25

We will work with you to create a design idea and offer up to two drafts

You will receive a high-resolution copy of your logo. You own the rights to the logo, meaning you can use it however you like - post it on social media as your profile picture, print it on business cards, and more!

We will print business cards on cardstock for a minimal printing cost.

# \*POSTERS / BROCHURES / TICKETS / PRINTS

Small fee applies



Effective 2022, The New London Area Chamber of Commerce will offer design services for members and non-members based on the following design and print fee schedule:

From Scratch - Members: \$75 (includes two revisions, add'l. revisions \$10) + print fee

Printing must be done at the Chamber with the following fee schedule:

8.5x11 (black and white) - \$.10 ea.

8.5x11 (color) - \$0.25 ea.

8.5x14 (color) - \$0.30 ea.

11x17 (color) - \$0.40 ea.

From Scratch Non - Members: \$100 (includes two revisions; add'l. revisions \$15) + print fee

Printing must be done at the Chamber with the following fee schedule:

8.5x11 (black and white) - \$.10 ea.

8.5x11 (color) - \$0.35 ea.

8.5x14 (color) - \$0.50 ea.

11x17 (color) - \$0.70 ea.

Updates to Current - Members: \$35 (includes two revisions, add'l. revisions \$10) + print fee

Printing must be done at the Chamber with the following fee schedule:

8.5x11 (black and white) - \$.10 ea.

8.5x11 (color) - \$0.25 ea.

8.5x14 (color) - \$0.30 ea.

11x17 (color) - \$0.40 ea.

Updates to Current - Non-Members: \$50 (includes two revisions; add'l. revisions \$15) + print fee

Printing must be done at the Chamber with the following fee schedule:

8.5x11 (black and white) - \$.10 ea.

8.5x11 (color) - \$0.35 ea.

8.5x14 (color) - \$0.50 ea.

11x17 (color) - \$0.70 ea.

Ticket design price varies, see Chamber for details + printing fee: 100 tickets - \$6.25

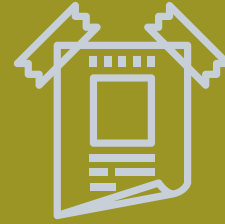
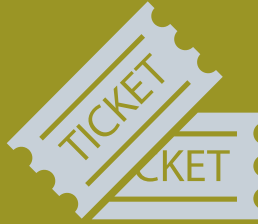
Labels - black & white 1 x 2 5/8 - \$.15 per label

Plain envelopes - \$.15 each

Laminated sheet 8.5 x 11 \$1.25 each

# \*POSTERS / BROCHURES / TICKETS

Small fee applies



To get the process started, please provide the following information:

- Event Name, Date, & Time
- Event Location
- Event Host(s)
- Preferred colors/images/themes
- Number of Posters to Print
- Size Preference [8.5x11" (regular paper) - 8.5x14" (legal size) - 11x17" (poster)]
- All Logos or images that they require should be emailed as a .png (or .jpg) file
- Contact Name, Email, Phone Number for person requesting the poster

We will send over your project through email and accept two revisions before additional charges apply.

