



Rivertowns
Chamber of Commerce

2023 Member Information Session

Welcome Chamber Members!



Rivertowns
Chamber of Commerce

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Basics



What is a chamber of commerce?

A local association of business owners to promote and protect the interests of the business community in a particular place



What is a chamber member?

A business owner that chooses to invest in the community where they do business, for the collective betterment of the community and their business



Why is business important to the Rivertowns?

- Small businesses are local owners and employers. They are the anchors of our downtowns, hubs of our community
- Convenience of goods and services is a key factor in deciding where to live
- Money spent at local businesses is multiplied within the community. Our businesses help to keep spending local and attract dollars from the region



Why is the Chamber important to businesses?

- We are an organization of small business owners--we are able to recognize the complexities of owning a business and we are in the best position to strategize how the community can support local commerce
- We are a collective group committed to bringing businesses together to build a stronger community
- We pool knowledge and funds in order to provide members with valuable resources such as economic development and research, business education, marketing opportunities and advocacy
- Local governments look to the Chamber for expertise and this provides you with a strong voice in shaping policies towards business
- Collective efforts to improve the community builds recognition of the Chamber as a positive organization and confers consumer confidence onto local businesses--membership is a meaningful and visible way for your business to engage in the Rivertowns community



Why dues?

- The Rivertowns Chamber of Commerce is a 501(c)(6) organization
 - Must be a membership organization
 - Activities must be directed at promoting common economic interests
 - Performance of particular services cannot be the organization's primary activity
- The success of our collective agenda, and thus the benefit to the business community, depends on us having the resources to plan in a timely way



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Utilizing your benefits



Why did you join the chamber, and what benefits do you find most useful?



Benefits that are “automatic”

- **Benefits that require no additional sponsorship beyond your dues payment. Categories include:**
 - **Publicity and Promotion**
 - **Networking and Development**
 - **Downtown improvement and Advocacy**



Publicity and Promotion

- A link to your site included on Chamber website
- Chamber decal to display at place of business to represent your chamber affiliation, and a virtual badge for your website
- Share your events and promotions on the chamber community calendar-- events are promoted on chamber social media
- Opportunity to participate in dine local and shop local initiatives
- New business ribbon cuttings
- Instagram stories and takeover
- Business referrals



Networking and Development

- Free quarterly networking at chamber meetings
- Additional in-person and virtual events to fit a variety of business owners' schedules (discounted tickets for members)
- Access to resources, information, and relationships to further your business



Downtown Improvement and Advocacy

- **Facilitate a dialogue between businesses and local government**
- **State and Federal advocacy opportunities**
- **Village-specific discussions**
- **Advocacy for downtown initiatives that would improve commerce**
- **Create opportunities to drive visitors to shop, dine, and utilize services locally**
- **Newsletter emails with current local, county, state, and federal information**



**Further investment of time and funds
expands the ability to support economic
interests**



Seeking more exposure?

- Sponsorship
- Host location for events
- Curate educational workshops, or speak on your area of expertise
- Additional paid social media, website, and email marketing options
- Lead projects that you feel are necessary for businesses to thrive, and get business recognition for your work
 - Must benefit a sub-group of businesses
 - Project examples: Holiday Trolley, Shop Local Guide, Best of Westchester, Women's Social, etc...



**What does all of this look
like in action?**



We are a organization, not an agency

- A Board of Directors consists of volunteer members (like yourself!)
 - Makes important decisions related to managing the organization's legal and financial obligations
 - Conducts advocacy efforts
 - Supports member benefits and projects as needed
 - Includes Executive Board and Village Reps, year long commitment
- Project Chairs are volunteer members that drive a specific initiative of the chamber
- Staff supports record keeping and member projects, as budget allows (very part time!)
 - Sponsor management
 - Communications: website, email, social media
 - Outreach



How do we continue to develop the chamber's growth so the organization is a consistent and self-sustaining resource for local business and the community?

- **Increase membership through listening to needs of businesses**
- **Events that drive awareness to our downtowns, and provide sponsorship dollars to cover the organization's output**
- **Expand village partnerships to be favorable to the chamber's growth**



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**Thank you for joining your fellow
business owners!**

**Email info@rivertownschamber.com
with questions and ideas**



2023 Marketing Opportunities Exclusive to Members

Complimentary - Included with Membership



Chamber Community Calendar

Have an event or business promotion to share? Submit it to be featured on the Chamber's website and social media platforms.



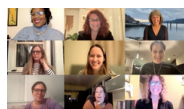
Chamber Social Media

Tag @therivertownschamber in your IG posts and they'll be re-shared in our stories. Feeling creative? Takeover the Chamber's Instagram feed! 1 per business Jan-Oct.



Print and Digital Marketing

Your listing in the Chamber's print and digital guides will drive residents and visitors to shop, dine and utilize services locally.



Member-led Educational & Development Workshops

Partner with the Chamber to host an event that will feature your expertise, business or service!

Dedicated Marketing



Email Blast

Promote your business by sending a message to the Chamber's 1,000+ email subscriber list. Limited availability. \$100 each



Chamber Social Media

Extend your reach with the Chamber's 2,300+ followers:

- Dedicated Instagram and Facebook feature posts (non-event related). \$50 each
- Holiday Instagram Takeover Days (November-December). \$100 / 2 days



Chamber Website

For one full month, be the featured member on the Chamber's landing page and Business Directory page. \$750 / 1 month

For more information contact info@rivertownschamber.com



Do you want to be recognized within the community and grow your brand?

The Rivertowns Chamber of Commerce knows the power of networks and how they can impact the growth of an individual, business, and community. We are pleased to present a variety of unique sponsorship opportunities exclusively for members to promote their business and services, as well as make their support of the Rivertowns known throughout the community.

Sponsor Events and Meetings

Have your business logo and link headlined in printed and digital promotional assets before, during and after the event (benefits and rates vary by event)

Signature Events

- 1st Annual Golf Classic, Fall 2023
- Ardsley Day, Fall 2023
- Halloween Ghost Tours, October 2023
- RPM: Taste Local, November 2023
- Holiday Trolley, December 2023
- Women's Socials, Multiple dates 2023

Meetings and Networking Events

- General Chamber Meeting & Networking, Jan-May-Sep-Nov 2023
- Education and Development Workshops, Multiple dates 2023
- Summer Networking Event

Sponsor Chamber Guides

Prominent display of your business logo on printed and digital Chamber Guides. \$350 each

- Shop Local, Nov/Dec 2023
- Service Local, tbd
- Be Well Local, tbd

Sponsor Chamber Newsletters

Prominent display of your business logo and link on digital newsletters. \$100 / pkg of 4

- Monthly Chamber Newsletter (1,000+ subscriber list)
- Monthly Resource Newsletter (members only)

Be a Member of the Month

Leading placement on main chamber webpage and business directory page for one calendar month.

- Photo, short bio about the business, link to website.
- Includes one dedicated social media post and one email blast to be utilized during the month as feature

Become a Chamber Patron

Recognition for general sponsors and community patrons on dedicated Chamber website Sustainer page through Dec 31, 2023

Community Leaders ~ \$1,000 (5 spots available)

- Logo and link to website at top of Sustainer page and Business Directory page
- Includes one dedicated social media post, one dedicated email blast to be utilized before November

Lamplighters ~ \$500 (10 spots available)

- Logo and link to website on Sustainer page

Advocates ~ \$250 (30 spots available)

- Name only, hyper-linked to website on Sustainer page

Patrons / Donations

- Gold ~ over \$150
- Bronze ~ \$51-\$150
- Silver ~ up to \$50

We encourage you to take full advantage of the benefits that sponsorship opportunities can provide, and we look forward to working with you on these opportunities.

For more information contact info@rivertownschamber.com