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## Overview & Benefits *Of Chamber Membership*

*Here is what the Chamber can do for you...*

### ADVERTISING OPPORTUNITIES

**Membership Directory:** Only members get visibility to potential customers through both alphabetical and classified listings. Hundreds are distributed, including to local hotel and Bed & Breakfast Establishments. Advertising opportunities are available in the directory.

**Castroville Tourism Guide:** Members only get visibility to potential customers through listings in this magazine's business directory. Tens of thousands are published and distributed year round. This is a favorite with tourists and newcomers to our community.

**City & County Map:** The Castroville area street map is a Chamber publication and hundreds are distributed.

**Ribbon Cutting Welcoming:** New Business members are eligible for a ribbon cutting welcoming, courtesy of our Chamber Red Vests (photo appears in local newspapers). Attend our monthly luncheon for an official welcome.

**Promotional Displays:** The staff guides callers and visitors to your doorstep and maintains your marketing materials and business cards in the Chamber's visitor center. Only members can display their cards and promotional materials in the Chamber office, which has exposure to hundreds yearly.

**Recommendations:** The Chamber receives thousands of requests each year for recommendations of goods and services provided in Medina County. We give Chamber members preference to these inquiries.

**Web Page:** With a Business Membership you get a listing on our website, [www.castroville.com](http://www.castroville.com) which includes a link to your website. On-line referrals are available as well as a new map link feature showing directions to your business. The website averages over 2,000 hits a month!

### NETWORKING OPPORTUNITIES

**Membership Luncheons:** Each month members attend a speaker format program addressing business or community related topics. Sponsorship of the meetings is available.

**Business After Hours:** This is a popular socializing and networking event sponsored by a Chamber member at their location. New Chamber Members are invited to share their business at one of our already scheduled monthly mixers.

**Committees:** An invitation to participate in chamber committees offers members an opportunity to develop leadership skills and serve in vital leadership roles that affect the Castroville Area Community. It also provides individuals with an alternative networking and relationship building opportunity, as well as the chance to have a stronger voice in the development of programming.

## **BUSINESS OPPORTUNITIES**

**Business Referral Service:** Thousands of times each year, the Chamber refers customers to our members. Membership puts your business on the tip of our tongues! The Castroville Chamber of Commerce processes over 1,000 inquiries in our office each year requesting information about various products, services and professions. Your membership means that your business is referred first.

**Membership Mailing List/Labels:** Complete direct mailing information allows you to develop a database of business prospects. As a member, you are entitled to one free listing each year. Additional lists can be purchased for \$15. Contact us for details on obtaining additional lists.

**Relocation Packets:** Information on Castroville is provided to hundreds of inquiries annually.

## **OTHER BENEFITS**

**Advocate for Business:** The Chamber is the voice of the business community in local, county, and state issues representing the business community in problem solving, promoting economic development, etc.

**Tax Deductible:** Membership is deductible as a business expense.

**Your Voice in Government:** The saying, "united we stand, divided we fall," is even more true today in this era of rising taxes and the growing list of legal concerns facing business owners. As a member, you have a respected and strong voice on issues through the Chamber's state and local lobbying efforts, and the activities of the Legislative/Government Affairs Committee.