



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

Dear Future/New 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 newsletters, and create positive publicity that is 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 newsletter, announcements listed in our digital eNewsletter, social media solicitation, *and* we can send out email blasts exclusively on your behalf. Contact us for more details.

Networking opportunities include Chamber Connections, 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 Chamber Connections.
- #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 our printed newsletter, timely digital 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 email 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 Expos

The Little River Chamber of Commerce has been known to exhibit at our members events to promote our members and Little River. We are also happy to work with businesses to provide opportunities to showcase our members at community events, such as Small Business Saturday.

Chamber Connections - Third Tuesday of the month from 7:30 - 9 a.m. or 5:30 - 7 p.m.

Hosted monthly by a different chamber member that enjoys additional exposure for their business, 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

Our educational program designed to aid business leaders and professionals in the Little River and surrounding community to further their entrepreneurial skill sets. Different presenters cover a variety of topics.

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 approximately 25,000 attendees during the second weekend of October, we feature arts & crafts vendors, business expos, a large variety of live entertainment, kids zone, local seafood delights from local restaurants, and the ever popular festival and street fair foods!

World Famous Blue Crab Festival - Weekend after Mother's Day

The World Famous Blue Crab Festival is the longest running festival along the Grand Strand. Attracting approximately 50,000 attendees throughout the weekend, this festival features a variety of exhibitors and vendors including arts & crafts, business & community organizations, kids zone, Beach Music, festival food and of course, blue crabs and other 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 32,000 directory searches and 73,000 member page hits per year.

Value = \$175

FREE – Enhanced Social Media Presence through Facebook, Twitter LinkedIn, and Pinterest sharing options for Hot Deals, New Jobs, Upcoming Events, New Members, and News Releases.

Value = \$75+

FREE – (1) Ad posted on one of the chamber's many social media platforms. New members may also receive one "mention" on Facebook after joining.

Value = \$25

FREE – Timely eNewsletter highlights your business and special promotions. Distributed to our membership and beyond to the community.

Value - \$500

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 email blast 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 = \$1,410.00+

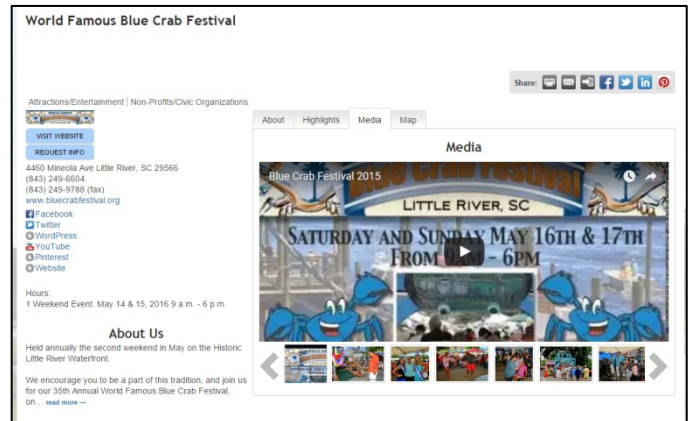
Enhanced Directory Package

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)
- Enhanced 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

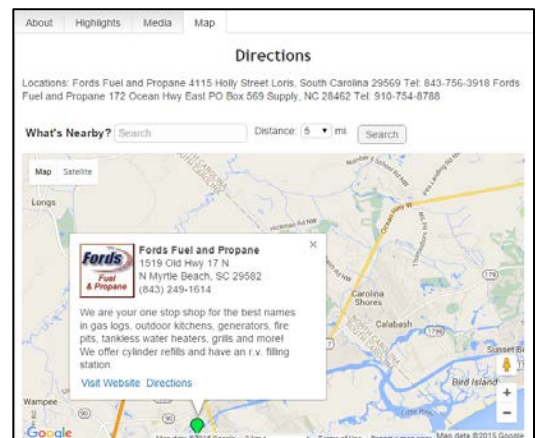
Value = \$40

Enhanced Map Details

- Pin mark
- When clicked on:

○ Picture/Logo	○ Web link
○ Name	○ Contact Email
○ Phone Number	○ Directions Link
○ Address	
○ Description	

Value = \$20



Complimentary solicitation social media post of your choice

Value = \$25

That's a total Value of \$145 for only \$65!



Advertising Opportunities

Opportunities listed are available to members in good standing and already included in our membership package at no additional charge (unless otherwise noted). For more information on advertising with the Chamber, please visit www.LittleRiverChamber.org or email Izzy at Izzy@LittleRiverChamber.org.

Print - 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 ask us about local businesses, and we would love to refer them to you.

Online - Chamber Website

All chamber members receive a special login to the chamber website where they can update their business directory listing, post coupons or specials, share their upcoming events, spread their announcements, list their job openings, and offer special discounts for chamber members.

Email - News in eNewsletter

To have your announcement included in our bimonthly eNewsletter, submit a News Release, Hot Deal, Job Posting, or Member to Member Deal via the member portal.

Email - Ad in eNewsletter

Advertise in our bimonthly eNewsletter at a rate of \$500/year, \$35/4 issues, or \$10/issue. First come first served. Limitations apply. Deadline is two weeks prior to publishing date.

Email - eBlast

Chamber members are now able to send a promotional email via the chamber to our list. Availability: One per member per calendar year; One eblast per week. First come first served. Deadline is two weeks prior to publishing date.

Online - Website Banner

Advertise online with a banner on the chamber website.

Front Page Slider: \$1200/year or \$150/Month • Business Directory or Events - Main Page: \$1,800/year or \$200/Month • Business Directory Category or Specialty Page: \$1200/year or \$150/Month

Print - Making Waves Ad

Making Waves is our quarterly printed newsletter. All members are welcome to one free 3.6" x 2" ("business card size") ad per calendar year. Deadline is one month prior to publishing date. Additional ads: "business card" - \$50/issue or \$250/year • ¼ page \$115/issue or \$640/year • ½ page - \$225/issue or \$1350/year

Print - Street Map

Our most requested item, the Little River street map, is published by the Little River Chamber and is distributed through the chamber, map advertisers, local state visitor's centers, and other local chambers of commerce at no charge to visitors & locals. Email Jennifer@LittleRiverChamber.org for future consideration.



Advertising Opportunities - Social Media

Opportunities listed are available to members in good standing and already included in our membership package at no additional charge (unless otherwise noted). *Ad content - such as photo, text, flyer, etc - should be supplied with date reservation - otherwise your space will not be reserved!* For more information on advertising with the Chamber, please visit www.LittleRiverChamber.org or email Izzy at Izzy@LittleRiverChamber.org.

Facebook Ad

All members are welcome to one "solicitation" social media post for Facebook per calendar year. Limited availability: One per member per year; one Facebook ad accepted per week. First come first served. No additional solicitation posts available [see below opportunities]. Deadline is two weeks prior to publishing date.

Facebook - Success Stories

Have you recently won an award, expanded your staff due to new growth, given prizes, or have another new success? Let us know! We are proud of our member's accomplishments and would love to share your exciting news on our Facebook page. We would also love photos of members doing business with other members. Limit One per member per month. First come first served. Deadline is two weeks prior to publishing date.

Facebook or Instagram - Hashtags

Jump on the social media band wagon with a popular hashtag. Example: #ThrowBackThursday - Has your business undergone a change or renovation? Send us a before and after photo and any relevant details. A list of popular hashtags available upon request. Limited availability: two per member per calendar year; one accepted per chamber account per week. First come first served. Deadline is two weeks prior to publishing date.

Facebook or Instagram - Silly Holidays

Is your business or organization perfect for a silly holiday? A link to holiday list available upon request. Limited availability: two per member per calendar year; one accepted per chamber account per week. First come first served. Deadline is two weeks prior to publishing date.

Pinterest, Twitter, LinkedIn

You are welcome to the above opportunities for use on our other social media outlets with the same availability & deadlines. However, we generally recommend Facebook for most businesses. Most of our Facebook and Instagram posts are automatically sent to Twitter. Twitter and LinkedIn is recommend for B2B members. Instagram and Pinterest are recommended for "pretty" photos that are for general awareness and are not ads.

For more information or an updated list of advertising opportunities, please visit www.LittleRiverChamber.org. We are always looking to update and expand our member benefits. If you have an idea or questions, please let us know at 843-249-6604 or Info@LittleRiverChamber.org.