

CUSTOMIZE YOUR MEMBERSHIP PROMOTIONS CATALOG 2017-2018

Bethany-Fenwick Area
CHAMBER OF COMMERCE

BUILDING A
BETTER
BUSINESS

Advertising IN PRINT & ONLINE

QUIET RESORTS DISCOVER GUIDE

45,000 Guides printed annually. Distributed at 80+ local businesses and in Travel Centers throughout the Mid-Atlantic Region. Advertised in AAA Magazine. Visitor information and full directory*

Standard Spaces

Full Page	\$2,050
Half Page	\$1,400
Quarter Page	\$975
Eighth Page	\$525

Premium Spaces

Center Spread	\$4,900
Back Cover	\$4,195
Inside Covers	\$3,060

INFO KIOSK & COUPON

Members can place one promotional piece (standard rack card size) in the Info Kiosk for the entire summer or place a coupon in the Booklet to be distributed both at the Info Kiosk & Visitor Center.

Premium Brochure	\$400
Coupon	\$100

*As a benefit of your Chamber membership, your business will be listed in the "Directory" of the Discover the Quiet Resorts Guide.

CURRENTS MONTHLY NEWSLETTER

Distributed monthly via email to each current Chamber business (approx. 1200 email addresses)

Full Page	\$75
Half Page Ad	\$50
Quarter Page Ad	\$25

ARTS & ANTIQUES GUIDE

Approx. 3,000 printed for distribution at one day event with over 7,500 attendees and throughout the year at the Visitor Center. Full color publication.

Full Page	\$150
Half Page	\$100
Quarter Page	\$75
Eighth Page	\$45

E-BLASTS

Member-to-Member	\$100
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DIRECT MAIL

At A Glance:
Distribute a direct mailer through our mailing labels program
Over 700 printed labels for one time use to entire Chamber membership

Membership Labels \$125

BANNER ADS

Drive traffic to your business website
Active for an entire year

Events	\$1,750
Business Directory	\$1,000
Information Request	\$1,000
Lodging, Travel & Tourism	\$750
Hotels Listing Page	\$650
Motels Listing Page	\$650
Vacation Rentals	\$650
All Other Pages	\$250



ENTITLEMENTS OF A CORPORATE SPONSOR

Platinum: \$10,000 + Silver: \$3,500 - \$4,999
Gold: \$5,000 - \$10,000 Bronze: \$2,000 - \$3,499

Advantages of Corporate Sponsorship

- 10% Discount on all items except membership dues
- Listed with hyperlink as sponsor on the Chamber website
- Listed with hyperlink as sponsor on all Chamber emails
- Listed as a sponsor in E-Currents, the Chamber weekly email blast
- Listed as a sponsor in Currents, the Chamber quarterly newsletter
- Listed on Corporate Sponsorship page of website
- Listed in the Directory Section of Discover Guide as a corporate sponsor
- Listed on a page in the Arts Festival Program

Signature EVENTS

EXERCISE LIKE THE ESKIMOS

January 1, 2018

Co-Branded event with the Hair of the Dog with 100+ participants. Splashers run into the ocean in Bethany Beach at high noon.

Presenting	\$2,000
Supporting	\$1,500
Signature	\$1,000
Media	\$1,500



JOSHUA M. FREEMAN VALOR AWARDS

February 10, 2017

Local EMT, Firefighters & Police Officers are recognized for their outstanding service.

Presenting	\$2,000
Supporting	\$1,000
Media	\$1,000
Town & Service	\$250
Patron	\$50



OCEAN TO BAY BIKE TOUR

April 29, 2017

Approx. 2,000 cyclists participate in their choice of a 25-, 50-, metric-century or century ride through the Quiet Resorts area.

Presenting	\$6,000
Supporting	\$3,000
Continue the Tour	\$1,500
Media	\$1,500
Official Tent Sponsor	\$1,500
Rest Stop	\$500
Sag Wagon	\$500
Shirt	\$500
Water	\$200
Swag Bag	\$100

OLD TIMERS DAY

June 17, 2017

The long standing tradition hosts vendors & classic vehicles for a full day festival in downtown Selbyville.

Presenting	\$2,000
Supporting	\$1,000
Media	\$1,000
Band	\$1,000
Premium*	\$500
Associate*	\$250
Best in Show*	\$100
Awards by Decade	\$100

*Sponsorships are specific item relating to event

LIFEGUARD AWARD CELEBRATION

August 17, 2017

Local community recognizes top lifeguards of 7 patrols in the Quiet Resorts area.

Presenting	\$1,500
Signature (2)*	\$750
Patrol (7)	\$500
Supporting	\$250
Associate	\$100
Friend	\$50

*Sponsorships are specific item relating to event

BETHANY BEACH BOARDWALK ARTS FESTIVAL

September 9, 2017

One day juried arts festival features over 100 artists and attracts approx. 7,500 spectators.

Presenting	\$4,000
Supporting: Garfield	\$2,000
Media	\$1,000
Supporting: Boardwalk/Parkwood	\$750
Silent Auction	\$750
Official Tent	\$500
Meet the Artist	\$500
Shopping Bag	\$500

MEMBERS CELEBRATION & AWARDS CEREMONY

October 25, 2017

Recognizing top members in the Chamber. Celebrates the Membership at a cocktail party.

Presenting	\$2,000
Entertainment	\$1,000
Gift	\$1,000
Lighthouse	\$250



Networking EVENTS

MEMBERSHIP MEETINGS

Held the first Thursday, 9 per year
Topics Include: Speaker Series, Connect for Coffee, Expos
Begins at 8:00 a.m.

Presenting Sponsor	\$1,500
Supporting Sponsor	\$500



MEMBERSHIP WORKSHOPS

Held 8 times per year
Designed to educate members on everything the chamber has to offer
Alternates a.m./p.m.

Presenting Sponsor	\$500
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BUSINESS AFTER HOURS

Held the fourth Wednesday monthly
January - November
"After-Work" informal networking event
5:00 to 7:00 p.m.

Presenting Sponsor	\$2,000
Spotlight Table	\$100 (2 per event)



#TRENDINGTUESDAYS

(CHAMBER ACADEMIES & WORKSHOPS)

Held a minimum of 6 to 8 times per year
Informal sessions ranging from personal growth to financial success
Begins at 5:00 p.m.

Presenting Sponsor	\$500
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JOIN THE CHAMBER

What the Chamber Can Do For You...

- Website Listing on thequietresorts.com and bethany-fenwick.org
- Listing in the 2017 Discover Guide (Distribution – 45,000)
Distributed in area businesses, Bethany Beach Information Kiosk, travel rest stops in the Mid-Atlantic, various rental properties and the Chamber Information Center
- Ability to put promotional materials in the Information Center
- Ribbon Cutting and Media Release for any company event including grand opening, anniversary, new remodel, etc.
- Access to all networking events
- Access to Perks Program: receive over 100 member-to-member discount offerings
- Access to Exclusive Member Benefits: Electricity Co-op, Credit Card Processing Rebate
- Ability to advertise in all publications and sponsor any event
- Ability to post events, discounts and job postings on the website
- Use of the Chamber conference room and facility

MEMBERSHIP RATES

Non-Profit 1099 Employee Multiple Locations	\$200
Full Time Employees: 6 or less	\$295
Full Time Employees: 7-15	\$350
Full Time Employees: 16-25	\$395
Full Time Employees: 26-50	\$450
Full Time Employees: 51 or more	\$495