



A "Great Place" to Do Business, Live, Work and Play.

Guttenberg Chamber of Commerce
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Guttenberg Chamber of Commerce (GCC) Annual Advertising, Promotion & Sponsorship Packages 2017

The following BASE PACKAGE benefits are included in ALL packages listed below

- ✓ Inclusion on GCC website and a link from the GCC website directly to yours
- ✓ Inclusion of your "help wanted" listings on the GCC website's "Employment Opportunities" tab
- ✓ Inclusion in sample itineraries for visitors featured on GCC website
- ✓ Advertising your events and activities through email blasts, on our signs, and through our website and Facebook page
- ✓ Business Spotlight featuring your business in our monthly update in the Guttenberg Press and on GCC's website and Facebook page
- ✓ Inclusion in promotional contests
- ✓ Sponsorship opportunities for many local events
- ✓ Listing in GCC attraction brochure, distributed to over 30 visitor centers
- ✓ Listing on our Calendar of Events card distributed to over 30 visitor centers, to Guttenberg businesses, to visitors, and included in welcome bags for new residents
- ✓ Listing on our business directory and map
- ✓ Distribution of your business cards and brochures through GCC Welcome Center
- ✓ Distribution of your business brochures in welcome bags for new residents
- ✓ Invitations to area business development seminars and GCC business events and socials
- ✓ Business trainings and many business resources located on the GCC website
- ✓ Your business featured on the Clayton County online itinerary building program

PACKAGE OPTIONS

- PLATINUM Package - \$1000 and above**
Includes: ALL BASE PACKAGE BENEFITS listed above PLUS...
 - 8 FREE tickets to our Annual Membership Banquet & Awards Ceremony
 - \$100 Coupon towards advertising in Guttenberg Press--Spring & Summer Tourism Guide
- SILVER Package-\$250 (Less than \$5/wk.)**
Includes: ALL BASE PACKAGE BENEFITS listed above PLUS...
 - 2 FREE tickets to our Annual Membership Banquet & Awards Ceremony
 - \$25 Coupon towards advertising in Guttenberg Press--Spring & Summer Tourism Guide
- GOLD Package-\$500 (Less than \$10/wk.)**
Includes: ALL BASE PACKAGE BENEFITS listed above PLUS...
 - 4 FREE tickets to our Annual Membership Banquet & Awards Ceremony
 - \$50 Coupon towards advertising in Guttenberg Press--Spring & Summer Tourism Guide
- BRONZE Package-\$150 (Less than \$3/wk.)**
Includes: ALL BASE PACKAGE BENEFITS listed above
*Cost increase from 2016 to cover rising advertising costs and expanded advertising in 2017
- ASSOCIATE Package – Non-business only**
(Negotiable amount _____)
(Does not include some Base Package Benefits)

Join or renew by January 18, 2017 to be included in the 2017 directory and calendar of events, and to keep your listing on the Chamber website and materials on the Welcome Center porch.

Please fill out your contact information and billing preference on reverse and feel free to drop off any items/materials you would like to be displayed at the Welcome Center or included in welcome bags for new residents.

PLEASE PRINT ALL INFORMATION LEGIBLY THE WAY YOU WOULD LIKE IT DISPLAYED IN THE BROCHURE/WEBSITE

Business Name:	Owner/Manager Contact Name(s):
Mailing Address:	Physical Address:
Website:	E-mail Address:
Phone:	Hours/Days of Operation: (can use space below):

PAYMENT ENCLOSED
 BILL QUARTERLY
 BILL SEMI-ANNUALLY

Throughout the year, the Guttenberg Chamber of Commerce organizes community events. If you are interested in sending a team of volunteers to help with a specific event, or are interested in sponsoring an event or events, please mark below and we will contact you.

Event	I am interested in sponsoring or volunteering
Eagle Watch & Cabin Fever Day	
Rock n' Roll on the River Show	
Chamber Golf Outing	
Stars & Stripes Celebration & Fireworks	
Celebrate Guttenberg/Celebrate the River and Youth Fishing Tournament	
GermanFest	

Please list any events that you have planned for 2017, along with dates and brief descriptions so we can include them in our calendars.

Name of event: _____ Date: _____

Description: _____

Name of event: _____ Date: _____

Description: _____

What is the value of a membership with the Guttenberg Chamber of Commerce?

Benefit	Includes	Value
Business listed on GCC's website	Inclusion of your business name, location, and contact information, link to your website, posting your help wanted listings, inclusion in sample visitor itineraries.	GCC's website is a top result when one Google searches "Guttenberg, Iowa." In 2015, our site received over 117,000 page views and over 31,000 unique views for the year, receiving an average of 328 views per day. From January to October 2016, our website has received over 135,600 page views and nearly 38,000 unique views, with an average of 452 views per day.
GCC advertising	Promotion of Guttenberg through signage, radio promotion for Guttenberg events on KCTN, WMT, KATF, KXGE, ads in The Guttenberg Press and the Trader, the Cresco Shopper, the Eastern Iowa Shopper, the Dyersville Commercial, the Telegraph Herald's Vacationland, The Press' Spring and Fall Area Attractions Guides, Visit Bluff Country publication, Big River Magazine, and more. GCC also advertises member events and activities through email blasts and through our website and Facebook page. GCC has organized co-op commercials with OnMedia, Spectrum Reach, and ICAN, which aired on CNBC, Food Network, HGTV, Lifetime, Nick, Travel Channel, the Weather Channel, and Fox News Channel in 2015 and 2016.	2016 advertising budget of over \$7,000, advertising in widely distributed publications and media, and over 700 followers on Facebook. 2015 and 2016 commercials reaching Northeast Iowa, Central and Western Iowa, Upper Mississippi, Cedar Rapids, Cedar Valley, and Dubuque markets for a total of over 129,000 subscribers.
Collaborative marketing campaign with Clayton County Development Group, including a grant from UMGC	Wide variety of advertising for Clayton County: Our Iowa Magazine, Eastern Iowa Tourism Visitors' Guide, AAA Living, Iowa Travel Guide, Big River Magazine, KWWL, WXOW, social media marketing, Mystery, Mingle, Munch, & Mob program in 2016, Clayton County Map signs, county calendar of events cards, and more.	2016 Marketing Campaign: \$38,150.00 Various advertising for Clayton County: cumulative minimum circulation of over 700,000 and over 1,300 leads.
Business Spotlight on your business	Special feature on your business included in monthly update in the Guttenberg Press and on GCC's website and Facebook page.	Guttenberg Press distribution of 2,400. GCC website average of 328 views per day in 2015, and over 700 Facebook followers.

Benefit	Includes	Value
Inclusion in promotional contests	Increased visibility. Your business can be involved in scavenger hunts, merchant events, and contests in which the public votes or participates.	240 votes were cast in the 2014 “Best of Guttenberg” Contest, over 100 votes were cast in the 2015 and 2016 contests.
Event sponsorships	Extended visibility for your business, showing your community involvement and support.	Thousands of visitors and residents attend Guttenberg events and see your business name as a supporter of an enjoyable event. Event attendees return to Guttenberg for daytrips and vacations and support local businesses.
Listing in GCC Business Directory and Attractions Guide	Inclusion of your business name, location, and contact information, opportunity to have a photo of your business included. 5,000 new brochures and 1,750 new directories printed in 2015.	Materials distributed to over 30 visitor centers, to Guttenberg businesses, handed out to visitors at our Welcome Center, included in new resident welcome bags, and sent to visitors requesting information on Guttenberg.
Listing on our Calendar of Events Card	Listing of your events, opportunity for sponsorship. 1,500 Calendar of Events cards printed each year.	Distributed to over 30 visitor centers, to Guttenberg businesses, handed out to visitors at our Welcome Center, included in new resident welcome bags, and sent to visitors requesting information on Guttenberg.
Distribution of your business cards and brochures through GCC Welcome Center	Your business cards, flyers, and brochures are available on our porch 24/7 to residents and visitors.	Information on your business handed out to dozens of visitors every week, exclusive recommendations of member businesses to visitors and residents.
Distribution of your business brochures in new resident welcome bags	Welcome bags include business brochures along with any promotional items you want to include.	New residents (on average, 10 new residents/month) are welcomed to Guttenberg with your brochures, contact information, and promotional items.
Referrals	Our policy is to refer members first. You are being promoted through the presence of your brochures at the Welcome Center, staff referrals, and presence on our website.	Increased traffic to your business. The Welcome Center receives over a hundred phone calls and emails from visitors and residents each month requesting information and recommendations, along with dozens of visitors coming in to ask questions.
Leadership, customer service, and hospitality training	Your employees learn valuable skills in representing your business.	Quality, friendly service boosts the reputation of your business and increases the likelihood of return customers and favorable reviews.

Guttenberg Chamber of Commerce: 2017 Membership

Dear local business owner,

Have you ever wondered what a membership with Guttenberg Chamber of Commerce can do for you? Read on to learn more.

Who is the Guttenberg Chamber of Commerce (GCC)?

GCC is made up of a seven-person board of active community members and an executive director. We act as the City's advertising agency and public relations firm. We're passionate about Guttenberg and want our town, its businesses, and its residents to be successful.

Why should I advertise with the Chamber?

Advertising with your local Chamber of Commerce is the best and most cost effective way to reach your core market. Area travelers and new residents contact the local chamber prior to their visit or make the Visitors' Center the first place they stop when coming to town. They view chamber businesses more favorably and are more likely to buy goods and services with them.

Visitors and residents ask us: "Where is a good place to eat, shop, do business, and stay?" We recommend our members.

Our affordable advertising packages provide you with the best opportunity to bring visitors and residents to your business. A membership helps give your business visibility. This helps your business network, gain loyal customers, expand, and flourish. GCC members are included in the business listings on our website, which provides viewers with your address, phone number, and a link to your website. Members can submit "help wanted" postings to the "Employment Opportunities" tab on GCC's website at any time, and are included in sample itineraries for visitors featured on our website. Our advertising is effective: we advertise in a variety of media, publications, and areas, and recommend member businesses to the dozens of visitors we meet every week. Members can also participate in reduced cost co-op advertising through the Chamber.

Members are included in promotional contests and are given sponsorship opportunities for GCC's community events. We advertise your events and activities through email blasts, on our signs, and through our website and Facebook page. Members are featured in our GCC brochure and calendar of events cards, which are distributed to over 30 visitor centers, giving visitors and residents your business name and contact information. Members are also included in our business directory and map. Your business will be featured in our new resident welcome bags and your brochures will be distributed to visitors and residents through our Welcome Center, giving you the opportunity to obtain resident/visitor business from the start. Members receive invitations to area business development seminars, free GCC business events and socials, and will have the opportunity for leadership, customer service, and hospitality training - and these are just base package benefits.

Advertising with us:

- Directs visitors to your business by increasing your web presence
- Increases visibility within your target market
- Provides the opportunity to highlight your business' uniqueness
- Saves you time and money - we do the work for you
- Promotes a strong local economy
- Costs as little as \$2.88 per week

Become a member today - join or renew and enjoy the benefits!

Best wishes,

Emily Sadewasser
Guttenberg Chamber of Commerce