



2022 Welcome Bag Program

Get your business information in the hands of new Frankfort residents

New residents of Frankfort—typically 400 to 600 a year—receive a Welcome Gift Bag when they visit Village Hall to set up their utility account. This is a valuable marketing tool for your business that provides the opportunity to get your business name in front of new residents immediately upon their moving in. New residents are looking to find a variety of local retailers, professional services and community organizations to meet their needs.

It gives Chamber members the opportunity to capitalize on the credibility of the Chamber to influence new residents to “Shop Chamber Members First.” *According to a national study, consumers are 63% more likely to buy from businesses that are members of the local chamber of commerce.*

Here is how the Welcome program works:

You provide a coupon or promotional item for your business. Be creative with what you give us for the bags. A few examples include: Notepad, magnet, chip clips, pens, tape measure, bottle opener, glass cloth cleaner, coupon or promotion (stop in for your free gift). Printed items such as coupons, etc. no larger than 5.5 x 4.25. Deliver to the Chamber 100-250 items by December 21, 2021. If you bring your items in later, we will get them in the bags as soon as we get them. We will email you if we run out so you can replenish.

The Chamber provides a reusable shopping bag that includes: A welcome letter from the Chamber, the Chamber’s most recent Community Resource Guide, and the items you provide.

In turn, the new resident is asked to fill out a brief information sheet so we can capture their data. If they opt-in to receive future communications, we will provide their name and mailing address to our participating Chamber members so they can do their own follow-up.



The cost to participate for 2022:

\$200 per businesses

\$50 per non-profit

To take advantage of this great promotional opportunity, please register at <https://tools.frankfortchamber.com/events/details/2022-welcome-to-frankfort-gift-bag-program-14422> (you can find the information and link to register on the homepage of www.frankfortchamber.com) or call the Chamber, 815-469-3356.

If you need printing or promotional items, please utilize a fellow Chamber Member. Search our Member Directory for “printing” and “promotional items” at www.frankfortchamber.com/list