



IOWA ASSOCIATION  
OF CHAMBERS OF COMMERCE

# MEMBERSHIP & PARTNER OPPORTUNITIES

CONNECTING YOU WITH CHAMBERS  
OF COMMERCE THROUGHOUT IOWA

'23-'24

# PARTNER WITH US

Iowa Association of Chambers of Commerce (IACC) is a nonprofit organization comprised of nearly 100 chambers of commerce members. Local chambers of commerce serve as the catalyst to business growth. They are the link between and convener of decision-makers and community leaders. As the statewide association of local chambers, IACC exposes our membership to cutting-edge, creative and usable ideas that enhance local chamber management.

We are intentional about supporting and developing chamber professionals, equipping them to become leaders in their communities. As a local starting point for networking, information and professional development, we look for continued support from our partners to enhance the excellence of the chamber of commerce industry in all aspects.

Your financial support of IACC is not only an investment in the chamber of commerce industry and profession, but an opportunity to connect and grow your organization through a targeted market.

Through your partnership as a member or advertiser, we look forward to working together to grow communities across Iowa! IACC has restructured several partnership opportunities for you to take advantage of.





# ASSOCIATE MEMBERS

(Renewed Annually)

## GOLD MEMBER | \$1,350

- Silver Member Benefits
- Dedicated sponsored session at the IACC Spring or Fall Conference (may include speaking opportunity pending board approval)
- Additional member connection opportunities including:
  - Quarterly advertisement in the IACC Newsletter (education-based)
  - Quarterly advertisement on IACC social media (Facebook Discussion Group & LinkedIn)

## SILVER MEMBER | \$850

- Bronze member benefits
- Signage at all IACC events with sponsor recognition
- Annual advertisement in the IACC Newsletter (education-based)
- Complimentary advertising & exhibit space at IACC annual Fall Conference:
  - Conference registration (1)
  - Video about your company sent to conference attendees
  - Exhibitor booth space
  - Logo and website link in conference marketing materials

## BRONZE MEMBER | \$350

- Recognition on the IACC website & in the monthly newsletter. Company logo displayed on website banner with a link to your organization's website.
- Company listing in IACC Membership Directory
- Membership mailing list (one set of printed labels)
- Primary IACC membership benefits outlined [here](#).



# STANDALONE OPPORTUNITIES

## EMAIL ADVERTISING | \$400 each

● *\$50 discount if multiple are purchased at the same time*

- Single subject content sent on behalf of IACC
- Can include images and clickable links
- There are a limited number of these emails that can be sent. Reserve your preferred date today by emailing [director@iachamberexecs.com](mailto:director@iachamberexecs.com)

## NEWSLETTER ADVERTISING | \$125 each

● Newsletters are sent out once a month via email with focus on education content, resources and future events

- Includes native article with call to action link of button
- 300 word maximum

## CONFERENCE EXHIBIT BOOTH | \$750

● Advertising & exhibit space at IACC annual Fall Conference:

- Conference registration (1)
- Video about your company sent to conference attendees
- Exhibitor booth space
- Logo and website link in conference marketing materials (email, social media, signage)

## SPEAKER'S DIRECTORY LISTING | \$100

● The IACC speaker's directory is provided to all chambers as a member benefit. Chambers may use the directory to source speakers for their own events/trainings, as well as other community/business events.

● Singular listing in IACC's online speaker's directory. Includes:

- Speaker name & contact information (including website)
- Base location
- Speaking topic(s)
- Speaking rate (\$)
- Previous chamber speaking engagements (if applicable)
- Advertised to IACC members throughout the year



# IMPORTANT STATS



## Current Membership

Chambers of Commerce: 90

State Organizations/Associate Members: 5



## Industry Stats

Largest Statewide Association of Local Chambers of Commerce in Iowa

Average # of Member Businesses Represented/Chamber: 400

# of Iowa Communities Represented in IACC Membership: 90



## Conferences & Programs

Average Conference Participation: 60-70 attendees

Average Webinar/Roundtable Participation: 15-20 attendees

Average Regional Meeting Participation: 10-15 attendees



## Email Marketing

Average Email Open Rate: 35%

Active Email Subscribers: 245

Newsletter Frequency: Monthly



## Website & Social Media

Average Monthly Website Users: 700

Facebook Followers: 593



# QUESTIONS?

## Contact Us to Learn More!

 [madison@iachamberexecs.com](mailto:madison@iachamberexecs.com)

 [www.iowaChamber.net](http://www.iowaChamber.net)

## Follow Us on Social Media!

  Iowa Association of Chambers of Commerce