



2021 Membership Guide

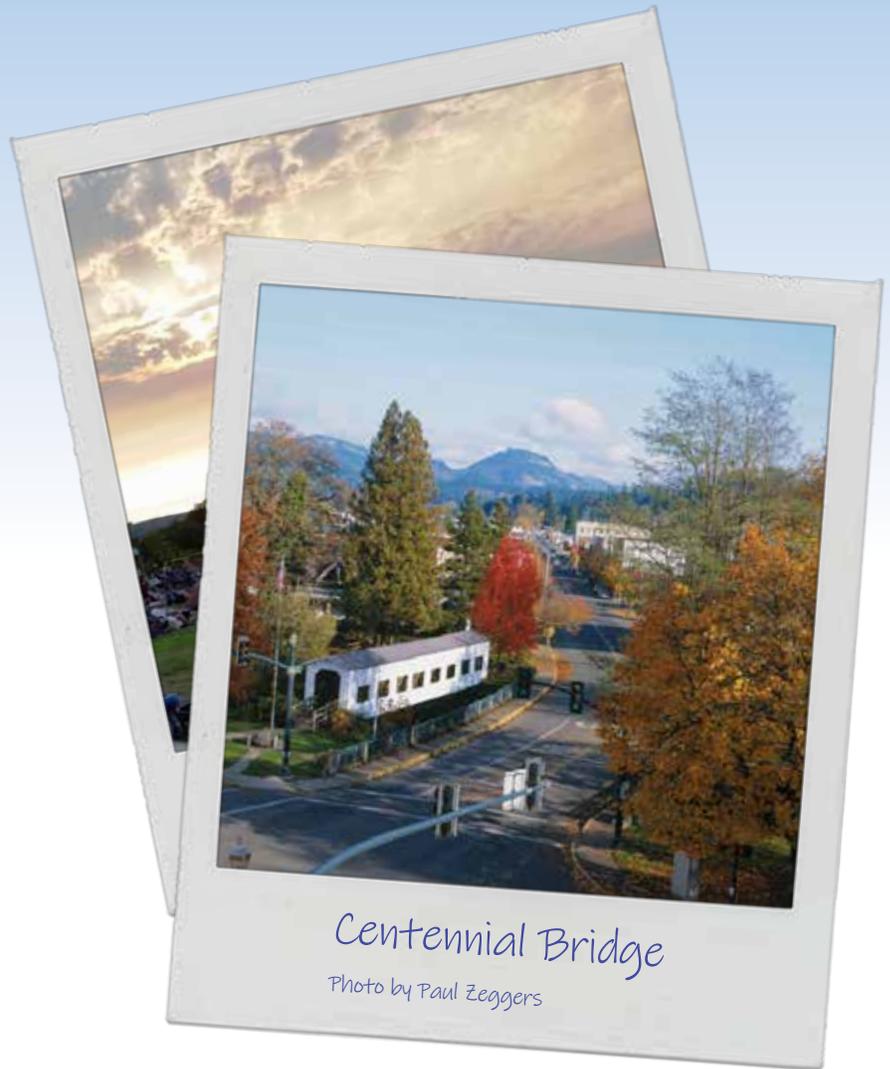
Cottage Grove Area Chamber of Commerce

The strength of the Chamber lies in its membership.

The Cottage Grove Area Chamber of Commerce is a non-profit organization of the Cottage Grove area business community. It connects business, industry, and professional individuals to improve the economy and build a more vibrant and prosperous community. The strength of the Chamber lies in its membership. Collectively we can accomplish what no one could do individually. If you are seeking exposure, creative ways to reach new customers/market your business, or position your company as a community leader, we have multiple, unique ways to partner with you! We would love to help you find the right opportunities for your business to achieve the goals you have set.

Contents

- 3 Hello message
- 4 Join the Chamber
- 5 Maximize Your Membership
- 6 Chamber Gift Certificates
- 7 Networking & Education
- 8 Annual Awards
- 10 Membership Sponsor
- 11 Membership Levels
- 12 Build Your Own Membership
- 14 Community Marketing
- 16 Digital Marketing
- 17 Annual Awards



Hello Friend

We are reaching out to invite you to become a member or renew your membership with your Cottage Grove Area Chamber of Commerce.. During this unprecedented time, it is vital that our local businesses work together and support one another, and we at the Chamber are dedicated to helping your local business survive and thrive.

In addition to our regular programming and events that drive business to our local economy, the Chamber has stepped up during the pandemic to meet the unique challenges our member businesses are facing. We created a COVID-19 informational link on our web page to help you navigate this turbulent time, we have been your voice in communicating needs and challenges in an effort to find alternate funding sources for all small business in Cottage Grove, and we have increased our member marketing and spotlights in order to boost visibility and encourage local spending.

We hope that you will continue your partnership with us as we continue to work through the current circumstances so that we may come out on the other side stronger and more unified. We understand that cash may be tight and so we are offering several options, including monthly payments and automatic ACH withdrawals. If this is something you would be interested in, please let us know. We are always more than happy to work with you.

If you have any questions or if there is anything else we can do to assist your business, please don't hesitate to reach out to us!

Sincerely,

Shauna and Georgia

Shauna and Georgia
Cottage Grove Area Chamber of Commerce Staff
Info@CGChambber.com
541-942-2411

Reasons to Join the Chamber

Increase Your Exposure

- Website coverage and ability to post jobs, events, hot deals, and news releases
- Chamber Gift Certificates
- Listing in Bi-Annual Community Guide
- Ribbon Cuttings
- Member Spotlights
- E-Blasts available
- Press release templates & additional resources in the Member Information Center

Expand Your Network

- Business After Hours
- Cottage Grove Business Challenge
- Membership Appreciation
- Think Tanks
- Annual Awards Dinner
- Various Social Events throughout the year

Advocacy

- Front seat to legislative information
- Business Advocacy Committee works to voice our members feedback
- Educational Opportunities for you and your employees
- Let your voice be heard through committees and the Ambassador Program

Information

- The Chamber acts as a hub for information and streamlines relevant information for the business community
- Provide information to visitors about the community and our members
- Access to analytics from your listing and postings



Maximize Your Membership

Your Chamber membership is a lot like a gym membership. The gym offers a number of tools to help you achieve your goals: free-weights, treadmills, stair-steppers. But if you don't use these tools, you won't achieve your fitness goals.

Similarly, the Chamber offers many tools that can help you achieve your business goals. Your online business listing helps you gain exposure by utilizing Google search engine optimized keywords. Timely tools like our COVID-19 resource link help you keep moving forward through the good days and the bad. And our Chamber Gift Certificate program can help you get shoppers through your door and money in the bank.

Get started maximizing your Chamber membership today

- Refresh your member listing on cgchamber.com
- Post a job opening, event, news release, or hot deal, through your member portal
- Drop off your literature/business card to display at the Visitor Center
- Follow the Chamber on Facebook and Instagram for updates

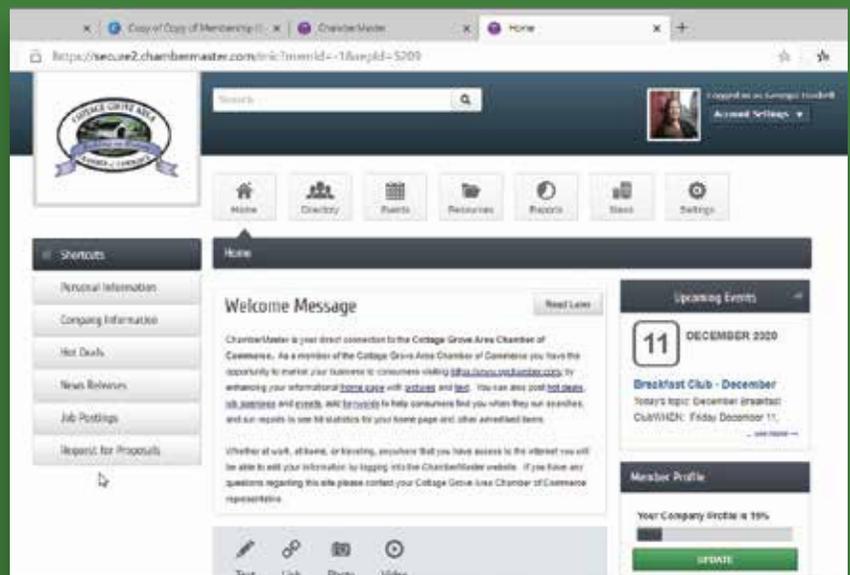
Member Information Center

Design your own presence on the Chamber website.

Post job openings, news releases, events, training and more!

Access resources and analytics too.

www.CGChamber.com



Shop Local, Shop Cottage Grove

Connecting Consumers with Local Businesses

Chamber Gift Certificates are a simple way for people and companies to “give back” and drive more business into our local stores. Customer-branded for Cottage Grove, these gift certificates can be used at any participating merchants: restaurants, salons and spas, boutiques, hotels, etc. They are a quick and easy way to keep spending local, strengthening our local businesses and building our community.

Who Buys Chamber Gift Certificates?

People can buy Chamber Gift Certificates online and give them as gifts, as a thank you, or just because. They can be purchased at the Cottage Grove Area Chamber of Commerce Visitor Center, 836 E. Main Street.

Local companies can use them for employee rewards, customer appreciation, marketing and other programs. Realtors can use them to thank their customers. Consumers can buy them for gifts. Join now to be able to accept this additional revenue stream for your business!

Let's Get Started . . .

- Sign up with the Chamber, info@cgchamber.com, or call us at 541-942-2411.
- People come in your business with a Chamber Gift Certificate. You accept as cash.
- Submit to the Cottage Grove Area Chamber of Commerce for reimbursement.*

The Chamber Gift Certificate

Cottage Grove Chamber of Commerce *Gift Certificate*

This certificate entitles: _____

To: _____ dollars

From: _____

Authorized By: _____ # _____

Not valid after: _____

VALID ONLY AT PARTICIPATING BUSINESSES
THIS IS NOT A CHECK
Not redeemable for cash

*Participating businesses will be reimbursed for those certificates redeemed by submitting them to the Chamber office. The cost of redemption is 5% of the face amount of the certificate but not less than \$1.00 per certificate. Don't miss out on this opportunity to increase sales... Call us at 541-942-2411 to sign up TODAY!

Networking + Education

Think Tanks

These are designed to be small-group topic and referral based networking groups that will focus on topics such as advertising, social media marketing, technology, small business, succession planning, sustainability, etc. These groups will meet quarterly to network, brainstorm, and bounce ideas and feedback off of one another. Look for launch in 2021 with more information coming soon!

Business After Hours

Business After Hours social events are held the third Thursday of each month at 5:30pm and offer members valuable networking opportunities. This member hosted event is a great way to learn more about Chamber membership, other businesses, and new opportunities for growing your business.

Free Membership Informational Center Training

During these online workshops, we will be discussing: Your Chamber Benefits summary, how to log into the Chamber website, how to post a hot deal and job posting, how to post an event for your business, how to access your analytics, opportunities for exposure, and much more!

Annual E-Report

In March, the Chamber will be hosting their first ever virtual annual report. Hop on to hear about what accomplishments and challenges we faced in 2020 as well as an overview of the tourism marketing produced by CGCC.

Additional Educational Opportunities

Stay tuned for additional educational opportunities throughout the year. Are you interested in a particular topic or sharing your area of expertise with other Chamber members? Let us know and we will get something set up.



Annual Awards

These awards are presented every year at our Annual Dinner. Look for nomination forms via email.

Business of the Year

The Business of the Year award goes to a business whose owners/manager and staff offer the public excellent service as well as give back to the community. The nominee must be a Chamber member in good standing.

2019 Winner: Coast Fork Feed & Brewstation



Nonprofit of the Year

The nonprofit of the year award goes to an organization that has made a positive impact on our community over the past year. We realize how difficult it has become to continue to operate these great organizations with all of the social and economic issues we face today. This award is for a top not-for-profit organization in the Cottage Grove area. The winner must be a Chamber member in good standing.

2019 Winner: Bohemia Mining Days



First Citizen

Lloyd Williams has been a tireless volunteer for this community. He was one of those special people who understood the value of being involved and was one who cherished the opportunity to give back to his hometown as much as he had received. This award is given each year to someone, who like Lloyd, knows the importance of serving your community to improve it. This award recognizes an individual or individuals who have selflessly served the community with persistence, dedication, and enthusiasm.

Previous award winners include: Lloyd Williams



Membership Levels

	Friend of the Chamber \$55	Basic \$149	Plus \$250	Premier \$500
Business After Hours	✓	✓	✓	✓
Volunteer Opportunities	✓	✓	✓	✓
Chamber Weekly E-Mail	✓	✓	✓	✓
Display Materials in Chamber Visitor Center		✓	✓	✓
Breakfast Club		✓	✓	✓
Chamber Directory Listing		✓	✓	✓
One (1) Ticket to the Awards Banquet			✓	✓
Ribbon Cutting Ceremony			✓	✓
Web Link on Chamber Website			✓	✓
Social Media Boosts on Facebook				✓
Spotlight Article on Social Media				✓
Listings in Print and Online Directories				✓
Enhanced Listing in Directory				✓

Full rate for first business. Additional businesses are \$100 each. Not-for-profit organizations receive a 20% discount.

Enhanced Membership Packages

	Silver \$2,000	Gold \$5,000	Platinum \$10,000
Membership	✓	✓	✓
Featured Business Page	✓	✓	✓
Banner at Select Events	✓	✓	✓
Up to 4 Additional Directory Listings	✓	✓	✓
Comp booth at the Business Fair	✓	✓	✓
Table at Annual Banquet	✓	✓	✓
Sponsor at Annual Banquet		Supporting	Presenting
Enhanced Listing on Website		✓	✓
Concert Sponsor	Co-Sponsor	✓	✓
Visitor & Relocation Insert	3 Months	6 Months	✓
Listing on Recognition Page in Directory			✓
Listing as Chamber Billings			✓

Membership Sponsor

You could make a big difference for another business

Consider sponsoring a business membership for a local business in need. In doing this you are directly affecting another business's growth by allowing them access to all the various programming, education, advertising and marketing opportunities you have with a membership.

Support a local business

This sponsorship was designed for those businesses who have been affected by the current restrictions due to COVID 19. Some members would like to continue with the Chamber but have been forced to make difficult decisions to cut costs.

What a wonderful way to show your support during these trying times.

Help a new Business

These funds can also be used to support the first year of membership for a small business to join the Chamber for one year with the digital marketing *enhanced web pack.

The Chamber membership will give them the foothold they need while networking and growing their connections.

The business must be in their first or second year of start-up and must have 5 or fewer employees.

Membership Sponsor - Minimal fee of \$500



Build Your Own Membership

Advertising

- \$75 Brochure or Flyer Placement - Member can place brochures or flyers in up to 50 of the Chamber Membership Packets that are handed out to potential new members.
- \$150 Relocation packet sponsor for 1 year - Includes logo on envelope and materials inserted in packet
- \$200 Chamber Weekly - Email advertising (package of 20 weeks)
- \$500 Chamber Newsletter - 1/4 page featured story in the Chamber Newsletter once annually
- \$500 Side Tab Web Ad on Chamber's Website for 1 year (linked to company website)
- \$1,000 Premier Web Ad on Chamber's website for 1 year (linked to company website)

Sponsorship

- \$100 Breakfast Club Sponsor — Business recognition in promotion of event, can hand out printed material, and will have an opportunity to speak briefly during the event.
- \$150 Forum or Networking Event Sponsor — Signage at the forum as well as handing out any printed material and will have an opportunity to speak during the forum, up to 4 people from your business will get in free of charge.
- \$_____ Ambassador Jr. First Citizen Scholarship contribution (various amounts available)
- \$250 Business After Hours Host — there are only 12 of these available. Listed on website and mentioned on all promotional materials for the event. You will be able to showcase your business to other Chamber members; you will need to provide light refreshments and prizes for this event.

Annual Banquet

- \$150 Decoration Sponsor - PA announcements, listing in program.
- \$300 Star Sponsor - Includes 4 dinners, table sign, listing in program.
- \$500 Red Carpet Sponsor - Includes 8 dinners, table sign, listing in program.
- \$1,000 Oscar Sponsor - Includes Premier table seating for 16, table sign, listing in program.
- \$1,500 Presenting Sponsor - Includes Premier table seating for 24, logo on event program, table sign, ad on PowerPoint presentation, signage at the entrance, placement of any printed material on the tables.

Board Retreat

- \$500 Supporting Sponsor - Your company name and/or logo will be placed on all printed materials handed out and used at the retreat. (only 3 available)
- \$1500 Exclusive Sponsor - Your company name and/or logo will be placed on all printed materials handed out and used at the retreat. Representative from your company can come for the dinner and give a presentation. Receive 1st right of refusal for concurrent year.

Build Your Own Membership

Christmas in Cottage Grove

- \$25 Santa's Helper Sponsor - Listing in the December Chamber Newsletter under the Santa's Helper category.
- \$50 Mrs. Claus Sponsor - Listing in the December Chamber Newsletter under the Mrs. Clause category.
- \$100 Santa Claus Sponsor - Listing in the December Chamber Newsletter under Santa Claus Sponsor, logo will be included on all printed material and emails concerning the event.

Concerts in the Park 2021 Season

- \$350 Supporting Sponsor (1 week) - Display your company banner at the concert on the date sponsored, set up an information booth and/or give-a-way of promotional materials, mention in PA announcements throughout the night, recognition in Chamber Weekly email, recognition in the Chamber Newsletter in the sponsor month(s), published on the Chamber Website Calendar and other places as picked up by local media.
- \$600 Supporting Sponsor (2 weeks) - Display your company banner at the concert of the dates sponsored, set up an information booth and/or give-a-way of promotional materials, mention in PA announcements throughout the night, recognition in Chamber Weekly email, recognition in the Chamber Newsletter in the sponsor month(s), published on the Chamber Website Calendar and other places as picked up by local media.
- \$1,250 Sponsor (5 weeks) — Display your company banner at the concert of the dates sponsored, set up an information booth and/or give-a-way of promotional materials, mention in PA announcements throughout the night, recognition in Chamber Weekly email, recognition in the Chamber Newsletter in the sponsor month(s), published on the Chamber Website Calendar and other places as picked up by local media.
- \$2,000 SEASON Sponsor - Display your company banner at every concert, prominent booth placement at all concerts and representative from your company may give a speech and/or hand out any printed materials, PA announcements throughout the night, recognition in Chamber Weekly email reminder each week, recognition in the Chamber Newsletter in the sponsor month(s), published on the Chamber Website Community Calendar and other places as picked up by local media, identified in our initial press release prior to the season opener, logo placement or business name on all promotional materials for the concert season, sponsor may also place an ad at no charge to be run in the Chamber Weekly email during the concert season.

Design your membership based on your business needs

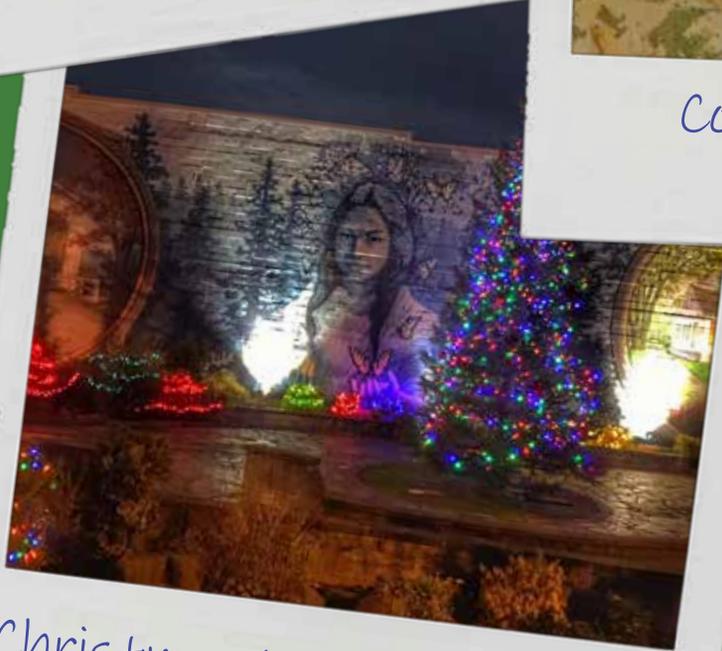
Sponsored Events



Annual Banquet



Concerts in the Park

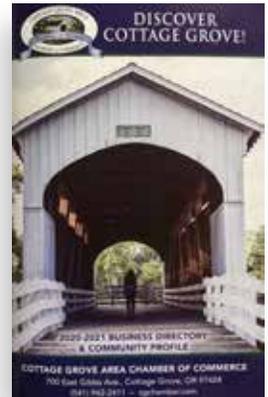


Christmas in Cottage Grove

Community Marketing

Business Directory

Printed bi-annually, the Cottage Grove Area Business Directory is one of the primary resources for visitors and new residents. Your business is included in the directory listing free of charge--this is included in your membership investment. Additional ads start at \$325.00. The guide will be printed next for 2022. Keep an eye out summer of 2021 for more information.



Proud Member Window Display

Display your logo proudly in the window of the "NEW" Chamber office. The CGCC office is located at the corner of 99 and Main Street, the busiest intersection in Southern Lane County. Limited space is available.

Cost: \$200.00 for approx 8 1/2 x 11 size logo in window

Light Pole Banner - Concerts in the Park

Show your Cottage Grove pride by sponsoring a light pole banner in Bohemia Park during the Concerts in the Park season. There are limited sponsorships available. One side of the banner will have a Cottage Grove Area Chamber of Commerce logo and the reverse side will be your customized logo. Color of banner can not be guaranteed as well as exact location of banners.

The next print of banners will be in Spring 2021. Cost starts at \$250.00.

Cottage Grove Area Chamber of Commerce is proud to offer many marketing opportunities for Chamber members. Please keep an eye out for additional opportunities throughout the year.

Marketing



Light Pole Banners



Proud member window display
Add your logo here



Business Directory

Digital Marketing Packages

Looking for digital marketing solutions? We offer a wide variety of opportunities. We also offer a bundle all-inclusive package for those looking for a simple solution.

All-Inclusive Pack.....\$299.00

a \$60 Savings!

- Ad on the 'Featured Business' page of the website (1 year)
- Enhanced Web Pack
- 4 Chamber E-Blasts (Must be used in calendar year of purchase)

Individual Marketing Opportunities

Featured Business (1 year).....\$99.00

- Ad on the 'Featured Business' page of the website (1 year)
- Annual Metrics of impressions and clicks

Enhanced Web Pack.....\$99.00

- Priority listing on cgchamber.com
- Ability to add photos, videos, and logo to listing
- Ability to add additional keywords to listing
- Ability to add additional bulleted description

Chamber E-Blasts.....\$40.00

- Share news with the Chamber email list of 300+ contacts
- Also shared online
- Repeat blasts available at a discounted rate (\$20.00)

Tourism Video.....\$1500.00

- The Chamber has been working on creating videos based on the tourism brochures in the 'NEW' Cottage Grove Area Chamber of Commerce Visitor Center. Be a part of history and have your business listed as the sponsor.

Tourism Brochure.....\$350.00

- List your business as a proud sponsor on one of our tourism brochures.

Connect With Us



836 E. Main Street, Cottage Grove
541-942-2411
Info@CGChamber.com
www.cgchamber.com



facebook.com/CottageGroveChamber

