

# NEW MEMBER

LOGAN **COUNTY**  
**CHAMBER OF COMMERCE**

CONNECT > ENGAGE < PROMOTE

*Serving the GREATER Sterling Area*

# PACKET

# Why continue your membership to the Logan County Chamber?

## Connect, Engage, Promote

Joining or renewing your chamber membership is a vital part of our local economy! Members of the Logan County Chamber of Commerce play an important role in the future of our area and gain valuable benefits.

Regardless of whether your business is large and small, new or long-established, you'll find a chamber membership invaluable. The benefits our members cite as their favorites are unique to them -- While some appreciate the connections they make that allow their business to remain strong and grow, other value the opportunity to support the community and give back to the those that have supported their growth.

The bottom-line: We're in business for your business. Thank you for your membership and continued renewal. We look forward to continuing to work on your behalf.

1. Chamber membership provides networking and new business contacts to help your business grow
2. The Chamber produces publications that feature your business and provide publicity and recognition for your company
3. The Chamber takes on the tough issues and opposes new regulations, taxes, fees, assessments, and costs directed at small businesses. It also helps protect the principles of free enterprise and aid businesses in being treated fairly
4. The Chamber provides a "voice" for Logan County businesses locally, as well as at the State and Federal levels
5. The Chamber supports the "drivers" of our economy here in Logan County: Agriculture, Tourism, Manufacturing, and Retail
6. The Chamber has launched a "Shop Locally" program that will keep our tax dollars in our community therefore saving jobs
7. The Chamber provides several opportunities, events, referrals, and sales opportunities to deliver a return on your investment
8. Annual Chamber Membership costs less than the average "one time" media buy
9. Your business listing will remain on the Chamber's website, Kiosk and Mobile App, therefore, search engines will lead potential customers to your business
10. Your Chamber provides many social media advertising opportunities to get your name out there in so many ways.

Feel free to contact me if you would like to go over your benefits to make sure you are getting the most out of your membership.

Respectfully,



Glenna Phelps-Aurich  
Executive Director  
Logan County Chamber of Commerce

# History

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The Sterling Chamber of Commerce was established in 1937; later becoming the Logan County Chamber of Commerce.

The Chamber has a 12-member Board of Directors who serve three-year terms. There are multiple committees available to join including: Agriculture, Ambassador, Marketing and Great Outdoors.

The 250 (and growing) members of the Logan County Chamber of commerce represent a variety of business that offer quality products and services.

Logan County's population of approximately 23,000 people consists of the communities: Sterling, Crook, Fleming, Iliff, Merino and Peetz.  
Sterling's population is about 15,000

Please call the Logan County Chamber of Commerce with any questions you have!

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# Membership Application

109 N. Front St.  
Sterling, Co 80751  
(970) 522-5070

Email: [info@logancountychamber.com](mailto:info@logancountychamber.com)

Website: [logancountychamber.com](http://logancountychamber.com)

"The Logan County Chamber is dedicated to support, promote, and guide the business and civic communities of Logan County to nurture positive business and community growth."



# Logan County Chamber of Commerce

## New Membership Form

### Membership Levels

Executive	\$2800/year
Partnership	\$775/year
Business	\$300/year
Non-Profit, Individual & Home-Based Business	\$75/year

(Please Circle One)

Briefly describe what you are hoping to  
get out of your Chamber Membership

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Your reinvestment is due every year the same  
month you joined (i.e., if you join in July, we will  
invoice you in July the following year)

Business Name \_\_\_\_\_

Primary Rep \_\_\_\_\_ Billing Rep \_\_\_\_\_

Email \_\_\_\_\_ ☐

Job Title \_\_\_\_\_

Additional Account Reps: (Please choose 1 billing rep, primary rep can be both)

Name \_\_\_\_\_ Email \_\_\_\_\_ Billing Rep \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_ Billing Rep ☐

Name \_\_\_\_\_ Email \_\_\_\_\_ Billing Rep ☐

Physical Address \_\_\_\_\_ ☐

Mailing Address \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook Name: \_\_\_\_\_

Twitter Handle: \_\_\_\_\_

Business Hours: \_\_\_\_\_

Business Description: \_\_\_\_\_

Number of Employees \_\_\_\_\_

Additional Categories (\$25 each) \$ \_\_\_\_\_

Dues amount \$ \_\_\_\_\_

Total amount \$ \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

## Member Benefits: The Best Business Opportunity



- Chamber Businesses are the first to be referred to when inquiries are made for products and services.
- Chamber Members can promote their businesses at no cost to the new members of the county through the Newcomer Packet distributed each year.
- Chamber Gift Certificates or “Chamber Bucks” are a popular purchase can be used at all chamber member businesses.
- The Chamber Business Membership Directory is included on our website as well as FREE links to web pages and advertisement opportunities. The directory is also printed and about 20,000 are distributed per year.
- Relocation packets, which include the Sterling/Logan County Destination Magazine, map, and other pertinent information, are available to Chamber Members for recruiting purposes. Newcomer packets are also mailed out, upon request, to potential new residents in the area.
- Brochure rack at the Chamber enables our members to promote their goods and services to the walk-in traffic at the Chamber.
- The Logan County Chamber is a member of the CO State Chamber and the U.S. Chamber. This gives us recognition and a bigger voice for business at the state and national level.
- Chamber members are encouraged to take part in networking opportunities such as Business after Hours, Chamber Socials, Lunch n Learns, and the Annual Chamber Banquet. Sponsoring a Business After Hours provides the opportunity to “showcase” your goods and services and introduce your employees to fellow chamber members and the community.

### **Web Presence and Social Media:**

- Website is updated regularly with member information, activities, and upcoming events. Members have the option to log on and add events, employment opportunities and Hot Deals to our website.
- E-Newsletter, weekly update of what is happening in Logan County. Directly to your inbox every Tuesday as well as posted on Facebook.
- MyChamberApp: Promote your business with mobile. Free app available for chambers nationwide. Provides one touch call and directions as well as business information and community events.
- HOT DEALS: The option to post all promotional offers to our website homepage, also appearing on your Facebook, Twitter and MyChamberApp.
- Job Postings: Advertise all job opening on the Chamber Website homepage, Facebook, and Twitter.

Phone: 970-522-5070

[Glenna.Aurich@logancountychamber.com](mailto:Glenna.Aurich@logancountychamber.com)

[logancountychamber.com](http://logancountychamber.com)



## Advertising Opportunities



The Logan County Chamber of Commerce offers many forms of advertisement. Ads may be placed in our weekly eNews, along with sponsorship of Chamber events. The Chamber also has many sponsorship opportunities available to help get your name out! We proudly refer customers to Chamber Members!

- Weekly eNews  
With a mailing list of 900+ readers, and our eNews being shared onto our Facebook page of over 2200 followers, and twitter and Instagram with over 600 followers, this is a great way to promote your business with various ads!  
One month Banner Ad \$200  
Business Card Ads  
6-month ad: \$180    12-month ad: \$300    6-month double ad: \$240    12-month double ad: \$380
- Be a sponsor of Logan County Business Roundtable \$50  
Business Roundtable meets monthly on the 4<sup>th</sup> Thursday. As a sponsor your name/logo would be listed on Chamber's webpage, ads, app and our social media (Facebook, twitter, radio).
- Additional Sales Events if not included in your Membership Level \$25 per Event or per Week  
Sales Events give members the ability to promote their specials and short-term sales events using the Chamber's webpage, app, and social media. \*Your ad placed on our calendar and shared on social media (included in Exec Package & ½ price on Partnership Level after 10).
- Additional Job Postings if not included in your Membership Level \$25  
Job Postings are a great way to let the public know about a position your business has open. Much like Hot Deals, Job Postings are automatically posted onto the Chamber's webpage, app, Facebook, and twitter.
- Additional Category Listing \$25  
The Chamber's member directory is a great place for people to find your businesses contact information for products and services that they may be looking for. By purchasing an additional category listing, you are giving people an additional way to search for your business.
- Chamber Member List and Labels                      List only: \$25                      Mailing Labels: \$35
- Newcomer Packet  
Newcomer packets are bags of goodies that people who are new to the community can come to the Chamber and receive or new employees of many of our larger employers. The bags are filled with promotional items and coupons from chamber members. This is a great way to get your businesses name out to people who are new to the community. As a Chamber member you are welcome to provide items for the bag. The bags are also offered to vendors of some of the larger multi-day events held in Logan County.
- Business After Hours  
Hosting a Business After Hours is another way of promoting your business. All chamber member businesses are invited to attend, and they are open to the public. The event is advertised in the Chamber eNews, local papers and radio stations as well as on Facebook, twitter, and the Chamber Webpage. You are welcome to do additional advertising as well. You are responsible for the location, food, drinks, etc. Call the Chamber to schedule your Business after Hours.
- Virtual Marketplace Free for 6 months  
Join this opportunity to show case your product on our Virtual Marketplace on the Plains.
- Video and Photo \$300  
Included in the Executive Level and photos included in Partnership Level. Includes the ability to post a video or photo on your member page on the Chamber website and Kiosk.

## Gift Certificate Program



Chamber Gift Certificates “Chamber Bucks” spend just like cash or checks in Chamber Member businesses. As a business you lose nothing; the certificates can be purchased at the Chamber office and make great gifts for employees, friends, and family all through the year!

### WHY ACCEPT CHAMBER BUCKS?

- They increase the potential of acquiring new customers to your retail location.
- Customers will often spend more when they have gift certificates.
- Chamber gift certificates are simply another form of payment but without additional processing fees.
- Additional exposure for your location
- Area employers and consumers are looking for a gift-giving alternative.

Prefer not to participate in Chamber Bucks Program

\_\_\_\_\_  
(Business Name)

Signature \_\_\_\_\_ Date \_\_\_\_\_

Phone: 970-522-5070

[Glenna.Aurich@logancountychamber.com](mailto:Glenna.Aurich@logancountychamber.com)

logancountychamber.com

## Social Media



Social Media is where it's at with advertising and having a good web presence. We recognize that and work hard to promote and utilize all resources available. Keeping active Facebook, Instagram, Twitter and Pinterest pages are a focus in this area. The interaction and visibility of these pages help with new member recognition, promotions, job listings, and everyday activity.

As the progression and advancement of social media changes, we plan to stay right on board and use social media to its fullest potential? Be sure to like and follow us at:

- <https://www.facebook.com/logancountychamberofcommerce1/>
- <https://www.instagram.com/logancountychamber/>
- <https://twitter.com/LoganCommerce>

Phone: 970-522-5070

[Glenna.Aurich@logancountychamber.com](mailto:Glenna.Aurich@logancountychamber.com)

[logancountychamber.com](http://logancountychamber.com)



## Networking



You get out of your Chamber what you put into it. Get Involved! Join the board of Directors, participate in a committee, host a Business After Hours, attend Chamber functions and events. You will continually be exposing others to your business and broadening your customer base. The Chamber offers several networking opportunities to meet the needs of our diverse memberships. Some options are:

- *Ribbon Cutting Ceremony* for all new Chamber Member Businesses. Giving business the opportunity to meet Chamber Ambassadors, publication in the Chamber newsletter, E-news, and newspaper.
- Sponsoring a *Business After Hours* provides the opportunity to “showcase your products, along with introducing your employees to fellow Chamber Members.
- *Business Round Table* a monthly forum for business owners and leaders to speak about any issues facing them and the community and find solutions.
- *Sterling Retail Merchants Network* is a group that meets monthly to visit about ways we can enhance our retail businesses.
- *Chamber Board of Directors* meets once a month to decide on policies and operations within the chamber.

Phone: 970-522-5070

[Glenna.Aurich@logancountychamber.com](mailto:Glenna.Aurich@logancountychamber.com)

[logancountychamber.com](http://logancountychamber.com)



## **Contact us:**

**Glenna Phelps-Aurich**

Executive Director

970-522-5070

[glenna.aurich@logancountychamber.com](mailto:glenna.aurich@logancountychamber.com)

**Tami Brown**

Marketing Director

970-522-5070

[tami.brown@logancountychamber.com](mailto:tami.brown@logancountychamber.com)

Website: [logancountychamber.com](http://logancountychamber.com)

Facebook: Logan County Chamber of Commerce

Twitter: @LoganCommerce

Instagram: @logancountychamber

Be a part of a group  
that supports local  
business!

### Executive Package \$2800

- Title sponsor of 1 chamber event.
- Sponsorship of 1 Business Round table
- Up to 5 additional categories on directory listing
- Static logo link on homepage of the Chamber Website
- Banner ads on weekly e-news
- One complimentary banner across Main & 4th Streets
- Ability to post photos or a video on member page on the Chamber website
- Sales Events, 1 per week and job postings

### Partnership Package \$775

- Ability to post 10 Sales Events or Job Postings
- Business card ad in weekly e-news
- 1 additional category
- 1 Set of membership mailing labels
- Support sponsor of 1 Chamber event
- Ability to post a photo

### Business Package \$300

- Access to over 50 annual Chamber Events
- Directory Listing with business description on website printed magazine, Kiosk at Visitors Center, and the MyChamber app
- Ribbon cutting with ambassadors
- Space for marketing materials in chamber lobby
- Ability to provide items and discount info to new comers and event participants/vendors
- 2 Job Postings per year on Facebook, website, and app
- Networking opportunities
- Business representation at local, state, and federal levels
- Business referrals via chamber staff
- Link to you website from chamber website and app
- Up to 25% off yearly membership with Constant Contact
- Discounts on AirMedCare membership options
- Opportunity to participate in our Business of the Week program
- Ability to accept "Chamber Bucks" Gift Certificates
- Availability to use the Board Room

**Non-Profit  
Rate**

For Clubs, Churches,  
Individuals,  
Home-based  
businesses  
and Non-Profit  
Organizations  
\$75.00/year

**Logan County Chamber of Commerce**

**Enhanced Membership Benefits**

# **New Member Deals**

**Media Logic Radio is offering 20  
produced 30 second ads  
on 104.7 KNNG!**

**Call Alicia at 970-522-1607**

**Journal Advocate  
and  
South Platte Sentinel  
are offering  
a 1/4 page non-digital ad  
worth \$250!**

**Contact Kim or Steve at 970-522-1990**

**(Available to new Chamber members only)**



# MyChamberApp

The Original, Largest and Fastest-Growing Mobile App for Chambers of Commerce



Free  
Download

Connect  
With Your  
Community

1-800-431-5015

[www.MyChamberApp.com](http://www.MyChamberApp.com)





# Click. Search. Connect.

Used in 450+ cities in North America



## Download for Free

Instantly connect with local businesses



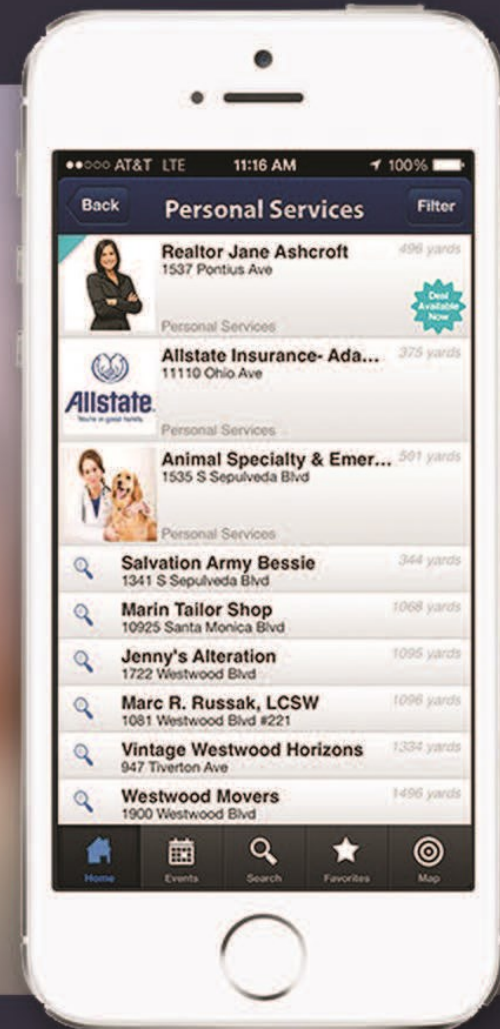
## Find Local Deals

Take advantage of exclusive in-app offers



## View Chamber Events

Easily add events to your calendar



Available on the  
**App Store**

[www.MyChamberApp.com](http://www.MyChamberApp.com)  
[support@mychamberapp.com](mailto:support@mychamberapp.com)



Get it on  
**Google play**



# It's easy to join our e-news mailing list!

The Logan Country Chamber of Commerce eNews is our weekly letter filled with information of events and activities happening with our members and others in the community! The eNews has over 900 readers & is posted on Facebook page of 2200+ likes!

Just send your email address by text message:

**LOGANCOUNTY**  
to 22828 to get started.



# *Virtual Marketplace!*

**Join in this opportunity to be part of  
our Virtual Marketplace.**

**Members– Free for 12 months**

**Non-members- \$50.00 per season**

**For information Contact: Logan County Chamber**

**970-522-5070 or [glenna.aurich@logancountychamber.com](mailto:glenna.aurich@logancountychamber.com)**

# Marketplace on the Plains Vendor Application

[www.logancountychamber.com](http://www.logancountychamber.com)

email: [info@logancountychamber.com](mailto:info@logancountychamber.com)

Signature Required \_\_\_\_\_ Printed name \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Land Line: \_\_\_\_\_

\*\*\*Email Address: \_\_\_\_\_

BUSINESS TRADE NAME if applicable: \_\_\_\_\_

TYPE OF MERCHANDISE: \_\_\_\_\_

## CHAMBER MEMBER RATES

\_\_\_\_\_ Free for 12 months from DATE \_\_\_\_\_ \$ \_\_\_\_\_

Specify what season you will be participating \_\_\_\_\_

**TOTAL PAYMENT ENCLOSED**

**\$ \_\_\_\_\_**

## NON-MEMBER RATES

\_\_\_\_\_ \$50 for each Season \$ \_\_\_\_\_

Specify what season you will be participating \_\_\_\_\_

**TOTAL PAYMENT ENCLOSED**

**\$ \_\_\_\_\_**

Signature Required: \_\_\_\_\_

Date \_\_\_\_\_

Please Print Clearly: \_\_\_\_\_

**Drop off or mail your completed form with cash or check made out to: Logan County Chamber, 109 N Front Street, Sterling CO 80751 Call (970) 522-5070 for any questions or to pay by credit card**

.....  
**FOR OFFICE USE ONLY**

Date application Received: \_\_\_\_\_

Cash \_\_\_\_\_ Ck \_\_\_\_\_ CC \_\_\_\_\_

**TOTAL AMOUNT PAID: \$ \_\_\_\_\_**