



CHAMBER of COMMERCE
VISITOR AND CONVENTION BUREAU
NIAGARA - ON - THE - LAKE

Niagara-on-
the-Lake
Chamber of
Commerce

**NIAGARA-ON-THE-LAKE
CHAMBER OF COMMERCE
2024 MEMBERSHIP AND
SPONSORSHIP PACKAGES**

ABOUT US

The Niagara-on-the-Lake Chamber of Commerce is committed to the development, encouragement, promotion, and enhancement of a positive and diverse economic environment consistent with the special cultural, historical, agricultural, ecological and community qualities of Niagara-on-the-Lake.

By being part of this association, which has serviced the NOTL community for over 60 years, your membership symbolizes a tradition promoting economic prosperity through customer service, fair practice, and all-around business excellence. Your membership of the Chamber brings business to your door!

Our Chamber works on the local level to bring the business community together to develop strong local networks, which can result in a business-to-business exchange. We also work with the local government to develop pro-business and community initiatives.

Board of Directors

Professional, Commercial & Industrial:

Andrew Niven (Chair)- Konzelmann Estate Winery

Jamie Drummond- Niagara's Finest Hotels

Heritage, Culture, & Attractions:

Valerie Taylor - Shaw Festival

Sarah Kaufman (Treasurer)- Niagara-on-the-Lake Museum

Agriculture, Restaurants, &

Wineries: Liberina Colaneri (Deputy Chair)- Colaneri Estate Winery

Kim Hughes-Gauld- Sunset Grill and Queen Street Merchants Group

Accommodation:

Kelly Exelby- Prince of Wales Hotel and Moffat Inn

David Levesque- Stay Niagara-on-the-Lake

Enterprise & Community at Large:

Rima Boles- Niagara Pumphouse Arts Centre

Madison Vine- Andrew Peller Ltd. and Wineries of Niagara-on-the-Lake

Retail:

Kevin Neufeld- Beau Chapeau Hat Shop

Town Council Representatives:

Wendy Cheropita Maria Mavridis

The Niagara-on-the-Lake Chamber of Commerce is the voice of business in Niagara-on-the-Lake. We serve our members by:

1. Promoting their interests through advertising/ marketing through our communications channels (website, social media channels, newsletter, e-blasts, business brief, Business After Five events, visitor information centres, annual touristic/ business events)
2. Offering a range of affinity discount programs
3. Education and training (seminars, webinars, conferences, resources)
4. Targeted campaigns (Shop Local, Tourism Week, Great Taste of Ontario, Celebrate the Season)
5. Consultancy and guidance (labour market guidance, economic assessments, provincial and federal government grants, Chamber job fair, rapid antigen tests)
6. Advocacy through the collective strength of our membership and the Chamber's memberships in national, provincial, and regional organizations (municipal election debate, media articles, resident sentiment study, provincial and federal ministerial roundtables, delegations to Town Council, and various governance/ policy committees)





Our membership in these regional, provincial, and national organisations amplifies the voices of our members.



Photo: President & CEO Minerva Ward speaking at an Ontario Chamber of Commerce/ Tourism Industry Association of Ontario roundtable with Hon Neil Lumsden, Minister of Tourism, Culture and Sport

Tourism Niagara-on-the-Lake, a subsidiary of the Chamber, is the official destination marketing organization (DMO) for the Town. As the DMO, we market and promote Niagara-on-the-Lake as a touristic destination. We operate a visitor centre at our office on the main street in the heritage district, Queen Street which sees about 15,000 visitors a year. The town's group of volunteer "Ambassadors" administratively fall under the Chamber. They provide visitor information to tourists in the heritage district on weekends in summer. The Chamber also provides visitor information and visitor servicing at the Town's bus lot.



We also host several annual touristic events including the Icewine Festival, Artistry by the Lake, White Effect Dinner, Shades of Summer, and Peach Festival.

In 2023, Tourism Niagara-on-the-Lake rolled out its 5-Year Strategic and Tactical Marketing Plan with an aim to grow high-yield, low- impact visitation in key target areas. These include:

1. Driving weekday visitation

2. Making Niagara-on-the-Lake a year-round destination by driving visitation during off peak seasons
3. Converting day trippers to overnight/ multiday visitors
4. Increasing market share in the meetings, conferences, and incentive travel (MCIT) market
5. Expanding weddings market
6. Elevating the power of our wine industry to drive economic outcomes
7. Driving economic spending across sectors



Meetings in Wine Country

Niagara-on-the-Lake, Ontario, Canada
niagaraonthelake.com



As part of our 5-year destination marketing strategy, we will be investing in the promotion of Niagara-on-the-Lake as a premium venue for meetings, conferences, business events, exhibitions, and incentive travel. Niagara-on-the-Lake has premier venues for business events: from hotel conference rooms, to wine cellars, to theatre venues, to sun-drenched patios, to outdoor spaces, Niagara-on-the-Lake has the ability to create experiences for business travellers beyond just the meeting itself.

MEMBERSHIP AND SPONSORSHIP PACKAGES

Entry Level Membership- \$300 + HST

This membership package is designed for Niagara-on-the-Lake small businesses, non-profits, and individuals who want to be informed, access the strength and reach of the Chamber's networks, brand, communication channels, receive discounts through our affinity partners, and enjoy basic services provided by the Chamber. Benefits include:

- 1-year listing on the Chamber's website
- Subscription to weekly newsletter
- NOTL Chamber membership certificate
- Social media reposts shared on Chamber social media Facebook and Instagram stories
- Dedicated social media posts available at member pricing
- Vendor access to Peach Festival (conditions for participation in the Peach Festival apply)
- Certificates of Origin
- Invitations and networking opportunities at Chamber's Business After Five (BA5)
- Ability to participate in Niagara Chamber Partnership Program
- Participation in marketing campaigns
- Advocacy through the collective strength of Chamber's membership and associate memberships
- Brochures at Queen Street and Fort George bus lot visitor centres
- Access to Chamber networks
- Access to all Affinity Programs

Outside Associate (Businesses outside the Niagara Region) get the benefit of Entry Level Membership for \$1,500 + HST, or they can sign up as a Premium Level Member Sponsor (\$10,000) for the full scope of member and sponsor benefits.

Accommodation Level Membership- \$300 + HST

This membership package is designed for Niagara-on-the-Lake's hotels, country inns, vacation rentals, and bed and breakfasts. The benefits are similar to Entry Level Members except that they enjoy a fully clickable and linked photo web profile on the accommodations landing page on our website. Because of the outstanding search engine optimisation of our website, accommodation members cite our website as the biggest referring source of visits to their website. Accommodation Level Members also get dedicated social media posts per year which are permanently placed on our social media channels (as opposed to the social media stories which disappear after 24 hours). Accommodation Level Members also get a dedicated listing in our tradeshow brochure for distribution at the tradeshow we attend. Benefits include:

- 1-year listing on the Chamber's website
- Fully clickable and linked photo web profile on the accommodations landing page on our website
- Dedicated Accommodation Level Members Brochure for tradeshow
- Subscription to weekly newsletter
- NOTL Chamber window decal
- NOTL Chamber membership certificate
- Social media reposts shared on Chamber social media Facebook and Instagram stories
- Invitations and networking opportunities at Chamber's Business After Five (BA5)
- Ability to participate in Niagara Chamber Partnership Program
- Participation in marketing campaigns
- Advocacy through the collective strength of Chamber's membership and associate memberships
- Brochures at Queen Street and Fort George bus lot visitor centres
- Access to Chamber networks
- Access to all Affinity Programs

- Ability to partner with us at trade shows we attend: IMEX, The Royal Agricultural Winter Fair, and others.

Standard Level Membership- \$500 +HST

This membership package is designed for small and medium sized Niagara-on-the-Lake businesses who want more marketing exposure through the Chamber's communications channels, especially referral traffic from our website. Above and beyond the regular member listing, the Standard Level Members get banner placement on our website. Benefits include:

- All benefits offered to Entry Level Members plus:
- Dedicated social media posts per year
- E-newsletter article submissions
- Banner placements on website

Premium Level Membership- \$1,000

This membership package is designed for larger businesses who want more marketing exposure through the Chamber's communications channels through additional dedicated social media posts, e-blasts and newsletter submissions. Its biggest value proposition is the referral traffic Premium Level Members get from homepage placement on our website giving them maximum visibility. Benefits include:

- All benefits of Standard Level Membership plus:
- Complimentary allocated Christmas tree in the Chamber's Heritage District Christmas Tree Decorating Contest which gives your brand the visibility from PR, photos, media coverage, visitors sharing on social media (the usual cost for Christmas trees is \$500)
- 5 e-newsletter submissions per year
- 2 dedicated e-blasts per year
- Dedicated social media posts per year
- Premium placements on website homepage

Association Membership- \$2,500 +HST

For Niagara-on-the-Lake associations with multiple members. Please contact Bri Vansickle at 905-468-1950 or email: membership@niagaraonthelake.com to discuss custom-tailored Association Membership package.

Prestige Membership- \$10,000 +HST

Niagara-on-the-Lake businesses, regional, national, and international brands wanting to access the visibility, events, communications channels, and networks of the Chamber. Prestige Members get all the marketing of Premium Membership, plus they also get to attach their brand to all the Chamber's business and touristic events as sponsors.

They get VIP invitations for events which they can use as corporate incentives for staff or clients. They also get the opportunity for a marketing activation at one of our events best aligned with their brand.

Member Benefits:

- All the benefits of Premium Level

Membership Recognition, Marketing & Sponsor

Benefits:

- Named as a Premium Member Sponsor for Icewine Festival, Artistry by the Lake, Peach Festival, White Effect Dinner, Shades of Summer, Spirit of Niagara Awards, State of the Town Breakfast with Lord Mayor, Annual Chamber of Commerce Golf Tournament
- Included in all marketing and promotional material for these events
- Podium/ speaker opportunity at the Spirit of Niagara Awards, and the State of the Town Breakfast with Lord Mayor
- Opportunity to have a dedicated marketing activation at **one** event: Artistry by the Lake, Peach Festival, White Effect Dinner, Shades of Summer, or the Annual Chamber of Commerce Golf Tournament. A marketing activation could be (but not limited to) product placement, tastings, on-site contests, etc. Conditions apply to the placement and type of marketing activation.

Hospitality Benefits:

- Icewine Festival Perk- 1 VIP table for 8 at the Sparkle & Ice Gala Dinner (must sign up for membership by January 18 to receive 2023 benefits, otherwise, you may enjoy these benefits at the 2024 Icewine Festival)
- Icewine Festival Perk- Package for 4 for the VIP area of the Icewine Village for one of the four days of the Village with reserved fireside seating, gift bag, and elevated icewine culinary experience (must sign up for membership by January 18 to receive 2023 benefits, otherwise, you may enjoy these benefits at the 2024 Icewine Festival)
- Premium table for 8 at the White Effect Dinner
- Premium table for 8 at the Shades of Summer Dinner
- Four complimentary VIP tickets to the Spirit of Niagara Awards
- Complimentary registration for two teams of four for the Annual Chamber of Commerce Golf Tournament

MARKETING DATA

Website stats for 2023:

niagaraonthelake.com got **330K** views

Social media stats for 2023:

12K+ Facebook Page Likes

186,950 Facebook Page Reach

10.7K+ Instagram Followers

200K+ Instagram Reach

AFFINITY PARTNERS

Our Affinity partners help you directly by offering discounted services for your business. These savings alone can also help to offset annual membership dues plus get the benefit of membership.

[Chambers of Commerce Group Insurance Plan](#)

[Verge Insurance](#)

[ESSO](#)

[Barterpay Niagara](#)

[HR Covered](#)

[Purolator](#)

[RCU](#)

[Grand and Toy](#)

[Foreign Trade Zone](#)

RESOURCES AND EXTRAS

Our goal is to provide our members and community with as many opportunities to be successful.

[Canada Digital Adoption Program](#)

[Ontario Government Covid-19 Government Supports](#)

[HR Covered Free Compliance Check](#)

[Business Benefits Finder](#)

[Rapid Test Program](#)

[Events Calendar](#)

[NCP Program](#)

Sign Up for/ Renew Membership

Sign up now to receive the full year's benefits! If you are renewing, you must do so by January 31, 2023 to maintain any existing information on our website or to continue accessing benefits.



MEMBERSHIP/ RENEWAL APPLICATION

1. Company Name / Number:

Doing Business As:

Primary Contact & Title:

Business Address:

City:

Province:

Postal Code:

Telephone:

Email:

Website:

Type of Industry:

Social media:

2. Membership Level

- | | | |
|-----------------------|-------------------------------------|----------|
| <input type="radio"/> | Entry Level- \$300 + HST | \$339 |
| <input type="radio"/> | Accommodation Level- \$300 + HST | \$339 |
| <input type="radio"/> | Standard Level- \$500 + HST | \$565 |
| <input type="radio"/> | Premium Level- \$1,000 + HST | \$1,130 |
| <input type="radio"/> | Association Level- \$2,500 + HST | \$2,825 |
| <input type="radio"/> | Prestige Membership- \$10,000 + HST | \$11,300 |

Please pay by cheque made out to “Niagara-on-the-Lake Chamber of Commerce”. You can mail it to our office or drop off in person. Our address is: 26 Queen Street, P.O. Box 1043, Niagara-on-the-Lake, L0S 1J0.

Once we have received your membership form and payment, our Marketing & Membership Services Officer will reach out to you to have you set up on our website, social media, and to ensure you get the full range of benefits you have signed up for.

Membership in the Niagara-on-the-Lake Chamber of Commerce is done on a calendar year basis. Payment must be paid in full for 12 months and automatically renews each year. You will be invoiced for your 2024 membership 30 days before it is due. If you do not wish to renew your membership, please let us know at least 40 days in advance of your renewal due date.

If you're uncertain what membership level is right for you, we'd be happy to help. Please contact Bri VanSickle today at 905-468-1950 or email: membership@niagaraonthelake.com