



## NIAGARA ON THE LAKE WORKING TOGETHER

Membership Programme 2021

---

### PROGRAMME DESCRIPTION

The Membership Programme is a Marketing and Business support programme that creates value for the Chamber of Commerce members through a comprehensive offering of monitored services and initiatives specifically designed for businesses and members of our community.

The Membership Programme is customizable with different Membership levels activating only the services that your business really needs at each stage of its development and with add-on options to suit every need.

These packages will help you to build your brand by taking advantage of our social media perks by curating messages to your target market. Social media posts will help to gain extra exposure to a wide audience and will help establish your brand awareness. You will expand your network with our many networking opportunities (both virtual and in-person) and make new connections in our community and beyond, helping to build strong and lasting relationships with fellow professionals. Whether on-line through or through networking events, you're sure to make an impression.

### **NCP Membership (Affiliate Chamber Member) \$75 / Chamber**

Take advantage of a Niagara wide network! As a member in good standing with your local/home Chamber, you are eligible to become an associate member of any of the other participating Chambers for just \$75 annually (per Chamber). It's affordable, easy, and provides you with the opportunity to take advantage of membership benefits across Niagara at a fraction of the cost of individual memberships.

- Networking & communication opportunities via joint Chamber events
- Increased exposure via multiple directory listings

**This membership level has no benefit package, no voting rights nor annual report.**

### **Service Membership (Residents Only) \$225 / Year (Total Value - \$1,000)**

Designed for the resident businesses or individuals who want to be informed and enjoy some of the standard services provided by the Chamber. This membership level will assist you in gaining traction for your business and can help you stay informed. This membership is designed for the service sector and beyond, as another way of connecting you to the community.

#### **Standard Services**

- Includes a listing on our NOTL Chamber Directory Website
- Subscription to E-Newsletter
- Subscription to The Brief Business Report
- NOTL Chamber window decal
- Certificate of Origin Certification

#### **Benefits**

- Home, Life & Auto Insurance (Verge Insurance)
- Chamber Plan Health Insurance (Garrett Insurance)
- UPS Savings

#### **Value Added**

- Includes 1 E-Newsletter article submission (additional articles at member pricing\*)
- Includes 1 article in The Brief Business Report (additional articles at members pricing)
- Invitation and networking opportunities at Business After 5 events
- Invitation to participate in the NCP Road to Recovery Series
- Sponsorship Opportunities (additional cost at member pricing\*)
- Membership of Ontario Chamber of Commerce
- Membership of Canadian Chamber of Commerce

**This membership level enjoys benefits but has no voting rights nor annual report.**

**Accommodation Membership (Up to 5 rooms, Residents Only) \$225 / Year (Total Value-\$1,450)**

This is the membership for most of the B&B's and Vacation Rentals in NOTL. This membership will allow your property to stand out by having a posting on our dedicated accommodations page and was designed to bring the guest right to your e-front door.

**Standard Services**

- Includes a fully clickable and linked photo web-profile on our accommodations landing page on our NOTL Tourism Website
- Includes a listing on our NOTL Chamber Directory Website
- Subscription to E-Newsletter
- Subscription to The Brief Business Report
- NOTL Chamber window decal
- Brochure Distribution in Visitors Centre & events
- Web Logo Exchange
- Members Event Listing

**Benefits**

- Home, Life & Auto Insurance (Verge Insurance)
- Chamber Plan Health Insurance (Garrett Insurance)
- UPS Savings

**Value Added**

- Includes 1 E-Newsletter article submission (additional articles at members pricing\*)
- Includes 1 article in The Brief Business Report (additional articles at members pricing\*)
- Includes 1 Effect Magazine Acknowledgment (additional acknowledgments at members pricing\*)
- Access to private Chamber & Tourism member LinkedIn group
- Invitation and networking opportunities at Business After 5 events
- Invitation to participate in the NCP Road to Recovery Series
- Sponsorship Opportunities (additional cost at members pricing\*)
- Membership of Ontario Chamber of Commerce
- Membership of Canadian Chamber of Commerce
- TIAC Membership
- TIAO Membership

**This membership levels enjoys all benefits, has full voting rights and includes an annual report.**

## **Basic Membership (Resident) \$400 / Year (Total Value - \$3,450)**

Designed for the SMALL AND MEDIUM size businesses throughout NOTL's Value Chain. It aims to become part of your own TEAM. This package will elevate and allow your business to make its mark in our community.

### **Standard Services**

- Includes a fully clickable and linked web-profile on our NOTL Tourism Website
- Includes a listing on our NOTL Chamber Directory Website
- Subscription to E-Newsletter
- Subscription to The Brief Business Report
- NOTL Chamber window decal
- Brochure Distribution in Visitors Centre & events
- Web Logo Exchange
- Members Event Listing
- Certificate of Origin Certification

### **Benefits**

- Home, Life & Auto Insurance (Verge Insurance)
- Chamber Plan Health Insurance (Garrett Insurance)
- UPS Savings

### **Value Added**

- Includes 10 social media posts (8 standard and up to 2 boosted-additional posts at members pricing\*)
- Includes 4 E-Newsletter article submissions (additional articles at members pricing\*)
- Includes 1 article in The Brief Business Report (additional articles at members pricing\*)
- Includes 1 Effect Magazine Acknowledgment (additional acknowledgments at members pricing\*)
- Includes 1 Front & 1 Side Website Banner Ads – each ad is for 1 month, 2x year (additional ads at members pricing\*)
- Access to private Chamber & Tourism member LinkedIn group
- Invitation and networking opportunities at Business After 5 events
- Invitation to participate in the NCP Road to Recovery Series
- Participation in Niagara Shop Local, #NiagaraMyWay
- Sponsorship Opportunities (additional cost at members pricing\*)
- Membership of Ontario Chamber of Commerce
- Membership of Canadian Chamber of Commerce
- TIAO Membership
- TIAC Membership

**This membership level enjoys all benefits, has full voting rights and includes an annual report.**

## **Premium Membership (Resident) \$1,000 / Year (Total Value - \$7,100)**

Designed for the premium businesses with larger needs for advertisement, marketing tools and strategic social media. It aims at becoming an efficient extension of your marketing team. This will allow you to be a leading voice in the community.

### **Standard Services**

- Includes a fully clickable and linked web-profile on our NOTL Tourism Website
- Includes a listing on our NOTL Chamber Directory Website
- Subscription to E-Newsletter
- Subscription to The Brief Business Report
- NOTL Chamber window decal
- Brochure Distribution in Visitors Centre & events
- Web Logo Exchange
- Member Event Listing
- Certificate of Origin Certification

### **Benefits**

- Home, Life & Auto Insurance (Verge Insurance)
- Chamber Plan Health Insurance (Garrett Insurance)
- UPS Savings

### **Value Added**

- Includes 28 social media posts of your content (20 standard and up to 8 boosted-additional posts at members pricing\*)
- Includes 4 E-Newsletter article submissions (additional articles at members pricing\*)
- Includes 2 articles in The Brief Business Report (additional articles at members pricing\*)
- Includes 2 Effect Magazine Acknowledgments (additional acknowledgments at members pricing\*)
- Includes 2 Front & 3 Side Website Banner Ads- each ad is for 1 month, 5x year (additional ads at members pricing\*)
- Access to private Chamber & Tourism member LinkedIn group
- Invitation and networking opportunities at Business After 5 events
- Invitation to participate in the NCP Road to Recovery Series
- Participation in Niagara Shop Local, #NiagaraMyWay
- Sponsorship Opportunities (additional cost at members pricing\*)
- Membership of Ontario Chamber of Commerce
- Membership of Canadian Chamber of Commerce
- TIAO Membership
- TIAC Membership

**This membership level enjoys all benefits, has voting rights and includes an annual report.**

**Outside Associate (Non-Resident in Niagara Region) \$1,500 / Year (Total Value - \$4,250)**

This will help to showcase your business to a new audience as you break into new territories. You'll be able to take advantage of some of our best performing services to help you make your mark.

**Standard Services**

- Includes a listing on applicable website (NOTL Tourism/NOTL Chamber of Commerce)
- Subscription to E-Newsletter
- Subscription to the Brief Business Report
- Web Logo Exchange
- Members Event Listing

**Value Added**

- Includes 4 E-Newsletter article submissions (additional articles at members pricing\*)
- Includes 4 E-blast mailouts with your content (additional mailouts at members pricing\*)
- Includes 1 Social Media welcome post (additional posts at members pricing\*)
- Includes 1 article in The Brief Business Report (additional articles at members pricing\*)
- Includes 2 Website Side Banner Ads – each ad is for 1 Month, 2x Year (additional ads at members pricing\*)
- Invitation and networking opportunities at Business After 5 events
- Sponsorship Opportunities (additional cost at members pricing\*)

**This membership level does not include benefits, voting rights or an annual report.**

**Institution (Resident) \$1,500 / Year (Total Value - \$9,000)**

This will help to showcase your business as a standalone entity on our website. You'll enjoy full benefits and maximum exposure to help you make your mark on the community.

**Standard Services**

- Includes your own landing page on our NOTL Tourism Website
- Includes a listing on our Chamber Directory Website
- Subscription to E-Newsletter
- Subscription to The Brief Business Report
- NOTL Chamber window decal
- Brochure Distribution in Visitors Centre & events
- Web Logo Exchange
- Members Event Listing
- Certificate of Origin Certification

**Benefits**

- Home, Life & Auto Insurance (Verge Insurance)
- Chamber Plan Health Insurance (Garrett Insurance)
- UPS Savings

**Value Added**

- Includes 4 E-Newsletter article submissions (additional articles at members pricing\*)
- Includes 2 articles in The Brief Business Report (additional articles at members pricing\*)
- Includes 2 Effect Magazine Acknowledgments (additional acknowledgments at members pricing\*)
- Includes 1 Website Front Banner Ad – ad is for 1 Month, 1x Year (additional ads at members pricing\*)
- Access to private Chamber & Tourism member LinkedIn group
- Invitation and networking opportunities at Business After 5 events
- Invitation to participate in the NCP Road to Recovery Series
- Participation in Niagara Shop Local, #NiagaraMyWay
- Sponsorship Opportunities (additional cost at members pricing\*)
- Membership of Ontario Chamber of Commerce
- Membership of Canadian Chamber of Commerce
- TIAO Membership
- TIAC Membership

**This membership level enjoys all benefits, has voting rights and includes an annual report.**

**Association (Resident, Multi-member) \$3,000 / Year (Total Value - \$13,500)**

This package will help you grow and expand your influence across our community and beyond. Designed for large entity operations and corporations, this package will assist in your overall marketing and communication plan and ensure you maintain a voice in your industry.

**Standard Services**

- Includes a fully clickable and linked web-profile on our NOTL Tourism Website
- Includes listing on Chamber Directory Website
- Subscription to E-Newsletter
- Subscription to The Brief Business Report
- NOTL Chamber window decal
- Brochure Distribution in Visitors Centre & events
- Web Logo Exchange
- Members Event Listing
- Certificate of Origin Certification

**Value Added**

- Includes 4 E-Newsletter article submissions (additional articles at members pricing\*)
- Includes 2 Brief Business Report Articles (additional articles at members pricing\*)
- Includes 2 Effect Magazine Acknowledgements (additional acknowledgments at members pricing\*)
- Permanent Rotating Website Front Banner Ad on Tourism Website
- Permanent Tile Banner with clickable link on Tourism Website
- Access to private Chamber & Tourism member LinkedIn group
- Invitation and networking opportunities at Business After 5 events
- Invitation to participate in the NCP Road to Recovery Series
- Participation in Niagara Shop Local, #NiagaraMyWay
- Sponsorship Opportunities (additional cost at members pricing\*)
- Membership of Ontario Chamber of Commerce
- Membership of Canadian Chamber of Commerce
- TIAO Membership
- TIAC Membership

**This membership level has no benefits but includes voting rights and an annual report.**



### **ADD ON OPTIONS AT MEMBERS' PRICING (Requires membership)**

- E-Newsletter Subscription - \$100 annually
- E-newsletter Article - \$100
- E-blast mailout - \$100
- The Brief Business Report Subscription - \$100 annually
- The Brief Business Report Article - \$150
- Effect Magazine Acknowledgement - \$650
- Effect Magazine Article printed version (e-version included) - \$ 1500
- Effect Magazine Ad full page - \$1500
- Effect Magazine Ad printed version (e-version included) full page - \$1800
- Effect Magazine Ad printed version (e-version included) back page- \$3500
- Social Media Post (your content) - \$50/post
- Boosted Social Media Post (your content) - \$100/post
- Earth Cam Ad - \$300/biweekly
- Front Banner Ad - \$1100/month
- Side Banner Ad - \$ 400/month
- Feature article - \$500/month

**\*Members' pricing for advertising and services has 45% discount over regular pricing.**

### **PRICED ON DEMAND**

- On-site assessment
- Product development
- Concept development
- Marketing / Promotion consultation
- Web development
- Photography, Video, Drone views, etc.

NOTE: All prices do not include HST

### **\*Sponsorship Opportunities\***

Businesses are eligible to sponsor events put on by the Chamber of Commerce. Consider this opportunity to have your business shown to a wide audience! contact us for pricing and availability.