



## BUSINESS MARKETING OPPORTUNITIES

The following is a listing of marketing opportunities available to your business. All are included with your annual membership unless noted. This list is not all-inclusive. The Chamber is open to working with businesses to find innovative ways to help businesses promote their products and services.

### VISIBILITY (Complimentary business visibility available to all members)

- Membership recognition (window cling/decal and electronic on member's website)
- Listing in the business directory on AuroraChamber.com with unlimited business directory category listings (see enhanced business listing below)
- Right to upgrade to an enhanced business directory listing (logo in search results, photos, videos, company description, etc.) - \$250 per year
  - Elite & Premier members only receive a complimentary enhanced business directory listing
  - Priority placement in search results
- Complimentary job postings, event listings, member news shop local/hot deals on Chamber website (Connections page is geared to the general public greater community. This is where all member news, jobs, promotions, events can be searched easily found)
- Member news, events and jobs featured in chamber publications
- Subscriptions to chamber e-publications
- Ribbon cutting services for business milestones
- Access to Chamber social media networks (Facebook and LinkedIn)
- Exclusive access to the Member Information Center (MIC) to access member-only content and discounts
- Access to the RFP module in the MIC (general public can request proposals from Chamber members)
- Logo featured on home page of AuroraChamber.com – Premier members only
- Logo featured in Chamber monthly newsletter – Premier members only
- Hyperlinked company name in Chamber monthly newsletter – Elite members only
- Benefits tracking to ensure you maximize your Chamber membership investment

### MARKETING (Add-on marketing options available to all members)

- Business promoted in new member section of monthly Chamber e-newsletter (upon joining)
- Complimentary job postings, event listings, hot deals and member news on Chamber website (Community page)
- Ability to purchase paid e-Blast membership service (approx. 1,700 contacts) with detailed e-blast reporting (reach, open and click analysis) – \$200 per e-blast
- Banner ad featured in the monthly newsletter
- Ability to purchase various website banner ads – Contact Chamber for details. Pricing based on page placement
- Media Center sponsorship/advertising opportunities
  - Blog: Guest blog post on Chamber website
  - Podcast: "Business Happens Here"
    - Guest feature/speaker - Invitation only
    - Podcast sponsorship – Contact Chamber for details
  - Video Blog: "Something's Brewing @ the Chamber"
    - Guest feature/speaker – Invitation only
    - Broadcast sponsorship – Contact Chamber for details
  - Webinars: Opportunity to guest speak/host session (webinar or in-person) – Invitation only
- Sponsorship of flagship events (Economic Pulse, State of the City of Aurora, State of the Village of North Aurora, Leadership Academy, Legislative Luncheon, Golf Classic, Annual Celebration of Membership and Holiday Celebration)

## CONNECTIONS FOR GROWTH

**Aurora Regional Chamber of Commerce**  
43 West Galena Blvd. • Aurora, IL 60506  
[www.aurorachamber.com](http://www.aurorachamber.com)



- Annual access to Chamber membership mailing list without email addresses (Excel format)
- Exclusive referrals and introductions to other members via email and at events
- Access to elite/premier premier-only programs and events
- VIP experiences to Chamber annual flagship events

#### **ADVOCACY**

- Invitation to join member-only task forces, committees, councils and industry roundtables
- Pro-business advocacy for local and state issues
- Access to Regional Economics Pulse State of the City/Village events

#### **DISCOUNTS**

- Reduced member price on all Chamber professional development, networking and advocacy events
- Member discounted affiliate programs (Chamber Health Plan, Constant Contact email and Canva Design)
- Electronic Certificates of Origin program member discount

#### **FOR MORE INFORMATION, CONTACT:**

Colleen Doyle, Director of Member Engagement, [cdoyle@aurorachamber.com](mailto:cdoyle@aurorachamber.com), [www.aurorachamber.com](http://www.aurorachamber.com)