



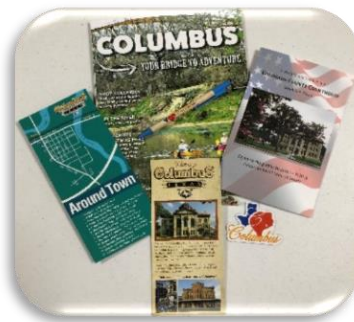
Membership and Benefits Guide

What is the Chamber?

We support You and the Community

The mission of the Columbus Chamber of Commerce is to stimulate the local economy through business promotion and tourism and support civic projects within the community. A member nominated Board of Directors and a dedicated team of staff work to support this objective. We advocate for policies that create an environment favorable to business, job, and community

growth and development. Chamber Membership is a must for any business wanting to gain optimum public exposure.



How to get Involved

Get the most out of your Chamber membership:

- **Chamber Mixers** - Quarterly evening networking and social events.
- **Lunch & Learn** - Informational seminar lunches free to the public.
- **Newsletters** - Stay up to date and promote your events.
- **Website** - Get your free page and event listings on our website and social media platforms.
- **Phone App** - Get your free page & event listings on our Discover Columbus App.

Community Events

When you support the Chamber, you support:

Chamber Annual Meeting - Annual membership meeting of all Chamber Members.

Chamber Annual Fundraiser - A fun and exciting fundraising event, proceeds from the banquet help support the Chamber's mission.

Columbus Country Market - The last Saturday of the month from March thru November on the Courthouse Square.

Junior Ambassador Program - Academic Scholarship competition for Columbus High School students.

Magnolia Days Festival - Two-day Festival, the third weekend in May that celebrates the spirit of Columbus.

Columbus Independence Day Celebration - The oldest Independence Day celebration in Texas. Fireworks and family fun!

Ladies Night Out - First Thursday in December: A night for ladies (and men) to sample wine while shopping local merchants and vendors.

Benefits

Chamber members are always referred for business inquiries; one business referral alone could yield the return of your annual investment.

- Business listing in an online directory as well as in a printed Visitor's Guide.
- Ribbon cutting with guaranteed newspaper coverage of the event.
- Invitation to business mixers.
- Subscription to member email list which allows you to stay up to date on what is happening through monthly newsletters and monthly event updates.
- Promotion through social media.
- Bulk Mail rate available to all nonprofit civic organization members.
- Free marketing and sales advice.
- Enhanced business posturing through networking with more than 300 other Chamber members.
- Designated membership decals for display.
- Civic responsibility- promote, support, and optimize public exposure for Columbus.
- Build your own page on our website or we will build it for you.
- Free notary service for members

Marketing & Sponsorship Opportunities

Marketing to Tourists, Visitors and Groups

Provide the Chamber with your printed promotional material to display at the Chamber office and Visitors Center and give out to tour groups. We'll also include your digital promotions online.

Bulk Mail Rate

Use of the Chamber bulk mail rate available to nonprofit civic members. The bulk mail rate can be used when sending 200+ of the same item. Contact the Chamber office for details.

Event Sponsorships

There are plenty of opportunities for you to sponsor or co-sponsor events, seminars, networking events and other special programs including: Chamber Mixers, Country Market, Annual Chamber fundraiser, Magnolia Days Festival, Independence Day Celebration, Ladies Night Out and more!

Chamber Office Displays

Give us your business cards and rack cards to display in our lobby and give out to people coming in and asking for local referrals.

Relocation and New Resident Packet

We put your printed material in all Relocation and New Resident Packs; mailed to new and potential residents and handed out at our office and real estate offices; a valuable opportunity to reach new and relocating individuals and businesses.

Advertise in the Chamber Link

Published inside The Colorado County Citizen each month and Circulated to over 3,700 readers. Rates start at only \$35 per month for a business card size ad.

We ARE columbustexas.org!

Exclusive benefit for Chamber members... Members get a free page on our site, www.columbustexas.org. Build it yourself or give us your photos, business description & promotions and we will build it for you. It may also be linked to your own home page. List 'keywords' so site viewers can easily find your business. And we will put your events on our Events Calendar.

Why Being a Chamber Member Matters

According to a research study by The Shapiro Group, Inc. and Market Street Services, when consumers know that a small business is a member of their local Chamber, they're 44% more likely to think favorable of it and 63% more likely to purchase goods or services from the company in the future.

- If a company shows that it is highly involved in its local chamber (e.g., sits on the Chamber board), consumers are 12 percent more likely to think that its products stack up better against its competition.
- When a consumer thinks a company's products stack up better against the competition because the company is involved in its local Chamber, it is because he or she believes that company is trustworthy, involved in the community and is an industry leader.

- When consumers know a restaurant franchise is a member of the Chamber of Commerce, they are 40 percent more likely to eat at that franchise in the next few months.
- When consumers know that an insurance company is a member of the chamber of commerce, they are 43 percent more likely to consider buying insurance from it.

For more information, or to read an article on this research study, visit: www.chamber.pub/study.



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