

## 2020-21 Chamber of commerce benefits

### Member Benefits:

- The benefits of investing in the Woodstock Area Chamber of Commerce:
- Staffing the Welcome center to greet and refer 48,000 visitors to places of interest in the area
- A listing in the *Woodstock Area Guide*, with 12,000 copies printed and distributed in State Welcome Centers as well as mailed nationally.
- The *Woodstock Area Guide* is also in a PDF form on the Chamber website with hotlinks to individual businesses.
- Members such as all lodging establishment and attractions also distribute the *Woodstock Area Guide*
- The opportunity to host and attend mixers.
- A weekly Blog promoting Woodstock and area events emailed and posted on the Chamber website
- The Chamber offers discount rates for dental and vision insurance
- Ribbon cuttings for new members
- Junction Fuel- 10 Cents off Oil and Propane; 10% off parts and service
- Billings Farm and Museum -\$5 off to Chamber members on programs at the Farm
- Woodstock Recreation Department 15% off membership
- 506 On the River- \$99 Local rate valid Sunday-Wednesday
- Ellaway's Attic Welcomes Chamber Members the Preferred Business Split of 60/40 %
- 15% Discount at the Woodstock Inn & Resort Athletic Club
- Bethany Birches Camp offers members a 15% off summer or winter camp fees AND 10% off facility rentals
- Group Nonprofit advertising rates with *Mountain Times*, *Valley News* and *The River*.
- Member discount rate at Chamber events.
- Dead River Company .05 off per gallon

In 2020 the Chamber supports the following Community Events:

- Covered Bridges Half Marathon- Pasta Supper
- Beautiful Village Flower Baskets
- Bookstock
- Market on the Green
- The Taste of Woodstock
- Woodstock Art Festival
- May and August Woodstock Sidewalk Sale Days
- Woodstock Trails Partnership/Trails Map

- Chamber Mixers
- Holiday Lighting of the Town
- Wassail Weekend
- Collaboration with the Woodstock Economic Development Commission

### **Advertising and Marketing**

- The Chamber website [www.woodstockvt.com](http://www.woodstockvt.com)
- The distribution of relocation packets
- Chamber Twitter, Instagram and Facebook pages created and maintained daily, [www.facebook.com/WoodsockVT](http://www.facebook.com/WoodsockVT).
- The Chamber pays for advertising on WNHPR, WFCR and in many local publications.
- Weekly e-news sent to over 5,000 individuals, including members, press contacts and visitors
- Automatic listings for your business in the Chamber's website directory.
- Direct referrals by office staff for information requests that we receive via telephone or email.
- *Woodstock Area Guide* is a downloadable click on the Chamber's homepage and is also distributed at eight state-run Welcome Centers and is mailed all over the US.
- Referrals and brochure racks at the Chamber's Info. Booth on the Green and the Welcome Center.
- Local and state maps for our visitors.

### **Advertising Opportunities available with Chamber membership**

- Advertising in *The Woodstock Area Guide*
- Enhanced Web listing including text and 5 photos and link to your business website for only \$50.00.
- Sponsorship Banners to advertise your business on website pages, sections and weekly e-news.
- Access to Membership lists.
- Sponsorship of one or more Chamber sponsored events including Taste of Woodstock, The Woodstock Art Festival and Wassail Weekend.
- Group non-profit advertising rates in local print media.

### **State and Local Representation**

- Legislative luncheons at the State House in Montpelier to meet with legislators.
- Representation with the Vermont Chamber of Commerce.
- Business representation before Woodstock Boards and Committees.

