

2024

INVESTMENT BENEFITS

WHAT WE DO FOR YOU

The Waverly Chamber of Commerce and Main Street program provides opportunities for Member Connectivity, Business Loyalty and Community Awareness.

\$300+ INVESTMENT

- Communicate your organization's news and events for free in the Members Messenger e-newsletter
- Membership Directory Listing —Distribution 14,000+ (recognition by alpha, category & investor level) with business, address, phone number and website link
- Opportunities to include promotional items/literature in Relocation and Tourism Packets, hospitality bags, and/or display at the Chamber's Visitor Center (potential total distribution amount of 3,000)
- Access to **FREE** social media assistance through Chamber internship program
- Invited to attend all Chamber events, including Annual Awards Celebration, Golf Outing and Vines & Steins Fundraiser
- Opportunity to serve on the board or other committees
- Receive **1 FREE** set of member mailing labels and digital address list
- Priority business referrals

\$500+ INVESTMENT

- **Includes all \$300 and below Benefits**
- Opportunity to be featured in the "We Believe in Waverly" campaign (see next page for details)
- Annual Awards Celebration: **1 FREE** ticket, with 1 purchased

\$1,000+ INVESTMENT

- **Includes all \$500 and below Benefits**
- Bolded listing in Membership Directory-business index
- Annual Awards Celebration: receive **2 FREE** tickets
- Inclusion in Membership Directory with business, contact, address, phone number, website, and email links

\$2,500+ INVESTMENT

- **Includes all \$1,000 and below Benefits**
- Receive 5% off advertisement in Membership Directory
- Annual Awards Celebration: receive **2 FREE** tickets
- Vines & Steins Fundraiser: receive **1 FREE** ticket

THE TOP 5 BENEFITS OF BEING A MEMBER AT ANY LEVEL:

Bring **credibility** to your business

Access to **education** and face-to-face **networking opportunities**

Increase your **business' visibility** in the community

Promote your events through multiple media platforms

Exclusive discounts from other chamber member businesses

Waverly Chamber & Main Street does a great deal to keep our community vibrant and attractive for both residents and visitors. Their events are well attended which amplifies sales & tourism. As a volunteer, it was fun to participate in decorating the downtown for Christmas.

- **Chris Knudson, Wartburg College**



WE BELIEVE IN WAVERLY CAMPAIGN



We Believe in Waverly is our successful high-level exposure member-image campaign.

- Participating members receive posters and digital images (like the one at the left) which can be displayed at your business or through digital marketing.
- We promote your business as well by rotating through current images on digital advertising and marketing, email blasts and social media platforms.
- At the \$500 membership level or higher, your business can benefit from this campaign geared to inspire others to follow your example by investing in our community through your membership in the Waverly Chamber of Commerce Main Street Program.

One of the things we enjoy in Waverly is a high quality of life, and the Waverly Chamber is a significant contributor to that. ... We can count on their vision and mission to keep Waverly moving forward.

- Christa Leary, TrueStage

\$5,000+ INVESTMENT

- **Includes all \$2500 and below Benefits**
- Receive 10% off your advertisement in the Membership Directory
- Annual Awards Celebration: receive **4 FREE** tickets
- Vines & Steins Fundraiser: receive **2 FREE** tickets
- Receive a **FREE** business card-sized listing in the Membership Directory
- Advertise your business in our e-newsletter 4 times per year with link to your website

\$7,500+ INVESTMENT

- **Includes all \$5000 and below Benefits**
- Receive 15% off your advertisement in the Membership Directory
- Annual Awards Celebration: receive **6 FREE** tickets
- Vines & Steins Fundraiser: receive **4 FREE** tickets
- Receive a **FREE** 1/4 page size listing in the Membership Directory
- Advertise your business in our e-newsletter 5 times per year with link to your website

\$10,000+ INVESTMENT

- **Includes all \$7500 and below Benefits**
- Receive 20% off your advertisement in the Membership Directory
- Recognized as WCC Member Investor at all events and on all printed and digital promotional materials
- Annual Awards Celebration: **1 FREE** table (8 tickets) and opportunity to speak at the event
- Vines & Steins Fundraiser: receive **6 FREE** tickets
- Receive 1 FREE four-some in the Annual Chamber Golf Outing
- **FREE** placement of company logo in featured banner on the Chamber's website with a link to your company's website
- Featured in the \$10K Member Spotlight multimedia article once per year
- Annual on-site visit from Board Chair and/or Executive Director

Event & Sponsorship Opportunities Exclusively for Chamber Members!

Annually, the Chamber of Commerce reaches thousands of residents and visitors through membership, fundraising, and community outreach events. The Chamber provides advertising and sponsorship opportunities throughout the year, allowing businesses to leverage marketing dollars in unique and meaningful ways.



Enclosed is a flyer outlining sponsorship opportunities for 2024.

Thank you For your investment in the Waverly Chamber of Commerce!