

## Membership Benefits

*We Work For You.*

### BASIC Membership: \$225

#### MARKETING

##### Website ([www.atchisonkansas.net](http://www.atchisonkansas.net) and [www.visitatchison.com](http://www.visitatchison.com))

- Online Business/Member Listing (Alphabetical & Categorical)
- “Things To Do” Page: Business contact info, description, hours (applicable dining, shopping, entertainment, cultural businesses)
- Event Calendar Page

##### Referrals

- Phone and in-person referrals by Chamber staff
- A total of 150-200 total business referrals per week!

##### Reputation

- Establish a positive, trustworthy local and regional business reputation as a Chamber member
- Chamber members receive an 8.5” x 11” color sign at the start of each new membership year to post in place of business

##### eNewsletter

- Inclusion, by request, of business news, updates, and events in weekly eNewsletter with distribution to over 2,000 contacts and growing!
- eNews distribution across Chamber Facebook and Twitter accounts
- Current and archived eNews editions available on the Chamber website

##### Social Media

- Chamber “Share”, “Like”, and “Recommend” of Member Pages, Posts, and Events on Facebook and Twitter
- Over 8,000 Facebook Fans and growing!

##### Email

- E-Blast opportunities (limited based on partner level) to ever-growing contact list of over 2,000 contacts

##### Tourism

- Listing in applicable Atchison Tourism Visitors & Entertainment Guides
- Inclusion in referrals and group itineraries for visitors coordinating travel through Visitors Center/Chamber of Commerce

##### Advertising

- Invitation to participate in co-op regional advertising opportunities at a significantly discounted rate

##### Promotional Material

- Placement of business promotional materials (brochures, rack cards, business cards, event posters) at or in:
  - Santa Fe Depot Visitors Center (plus referrals)
  - Chamber of Commerce business office (plus referrals)
  - Chamber member businesses
  - Welcome (Relocation & New Member) Kits/Bags
  - Commercial Street Mall (2 kiosks)

##### Gift Certificate Program

- Optional participation in Chamber Gift Certificate program which includes complete listing of participating businesses.
- Over \$142,000 worth of certificates purchased and redeemed at local businesses per year

##### Shopping Sticker Program

- Shopping stickers are given to groups of 10 or more making advance arrangements to visit and shop in Atchison.
- Stickers allow a 10% discount in participating businesses such as restaurants and retail shops.

*Continued on Other Side*

# Membership Benefits

## BASIC Membership: \$225 *Continued*

### NETWORKING & EDUCATION

#### Councils & Committees

- Over 12 to choose from including Tourism, Beautification, Leadership Development, Ambassadors, Workforce Development, Retail, Golf Classic, Annual Banquet, A Taste of Atchison, Sights & Sounds of Christmas, Haunted Atchison and more!

#### Ribbon-Cutting Ceremony

- For new, expanded, renovated, or recently moved businesses.
- Chamber publicizes the ribbon-cutting in the weekly eNews publication and supplies photos to The Atchison Globe, which circulates to 4,000 area households.
- Promoted on Chamber Facebook and Twitter accounts
- Along with the picture, we give the opportunity to describe your business along with your contact information

#### Chamber “After Hours” Reception

- Provides opportunities for networking and finding ways to become more involved in the Atchison community, as well as a chance to showcase your business to other Chamber members. This is especially beneficial for new businesses and those that have recently renovated, relocated, reorganized or changed products or services. Cost between \$50-\$200

#### Seminars, Workshops & Luncheons

- Invitation to participate in (and/or sponsor) numerous yearly educational seminars and luncheons per year either for free or at a reduced cost.

#### Key Business Resources and Referrals

- Access to and distribution of information aimed at keeping our members informed about current issues and trends to help them succeed in cooperation with each other.
- From our surge into the digital age to creative marketing and business promotions, The Chamber is always striving to find innovative ways to reach patrons.

#### Mailings

- Chamber Membership Excel File Upon Request (Mailings, Etc)

#### Business Recognition Luncheon

- Annual Chamber luncheon held in November that honors members that reach a milestone year.

#### Representation

- The Chamber takes an active role in addressing legislative issues facing your business at local and state levels.

#### Meeting Rooms

- Free use of meeting rooms in the Chamber offices if available (reservations required)

#### Atchison History/Tourism Education for Employees

- Free Historical Trolley Tours for staff coordinated through Chamber Tourism Coordinator