



Northville Chamber of Commerce Membership



To promote, develop and support business and industry for the benefit of the Northville Community.

CONNECTIONS

Connections...

You will connect with 400 Northville area businesses, organizations, individuals and community leaders.

Join today and connect yourself to Chamber member businesses, township and city officials, Northville schools and the Northville community.



Here are some ways we connect

CHAMBER COMMUNICATIONS - Through our website, monthly newsletter, e-mail blast, Facebook, or other social networking, the Chamber can promote you to both its 400+ membership base and to the Northville community.

SPONSORSHIPS - Let Chamber events connect your business to the community. No matter the size of your business, the Northville Chamber of Commerce provides affordable sponsorship opportunities. Sponsoring events and programs give your business:

- Publicity and brand recognition you need in a positive and receptive environment
- A unique form of advertising
- Access to new business relationships
- Opportunity to support the most popular Northville community events

PARTNERSHIPS - The Northville Chamber of Commerce's strategic partnerships are building economic strength for our 400+ members, as well as fueling new directions for the entire Northville community.

The Chamber's collaborative efforts with the City, Northville Township, the Northville Downtown Development Authority, Northville Public Schools and local nonprofits help business break new ground. Whether its navigating social media, local code requirements or connecting entrepreneurs to new resources, the Chamber is there to lead the way in providing relevant information for bettering business.

PROMOTION

Promotion...

The Chamber offers numerous opportunities to promote your business or event through our website and multi-channel social media platforms.

Here's how

NORTHVILLE.ORG - Includes business listing, contact name, brief description of your company, link to your website and e-mail address and member to member discount listing.

AROUND THE CLOCK NEWSLETTER OPPORTUNITIES

DISPLAY ADS - Reach Chamber members with your business message. Advertising in the Northville Chamber newsletter, *Around the Clock*, is an exclusive benefit for members that allow you to reach a loyal and targeted group of new customers. The newsletters offer an attractive vehicle for you to promote your message on a bi-monthly basis at affordable rates.

CHAMBER NEWS BRIEFS - Has someone in your company recently been promoted? Is there a special event coming up in your business or have you reached a significant milestone? Share your news with other Chamber members by announcing it in the Chamber newsletter. In 150 words or less give us the details and e-mail it to the Chamber office, Lindseybutzin@northville.org. Tell us who, what, when, where, and why.

MEMBER SPOTLIGHT - Each newsletter spotlights a participating business showcasing their product or service. The spotlight will appear in the newsletter and on our website. Simply write a 300 word article and include a photo. Don't forget to include your business address, website and phone number so reader's know how to reach you.

REFERRALS - The Chamber is the community clearing house for information; we maintain a membership database that allows us to provide information to any and all who are looking for your business.

SOCIAL MEDIA - We will link, connect and share your business news with our followers on our social media sites that include Facebook, Instagram and Twitter.

NORTHVILLE CHAMBER BUSINESS DIRECTORY - Each year the Chamber produces 10,000 copies of this popular directory. Chamber members receive two free listings and have the option of purchasing additional listings or display advertising at discounted prices. The directory is made available to Chamber members, distributed in our new resident packets, at special events, and most importantly, delivered to 9,000 households in Northville. A digital version is also provided to each Chamber membership and is featured on the Chamber website.

LOBBY MARKETING - The Chamber office has a display area for your brochures, business cards and related information. This is a high traffic area for current and future Northville businesses and residents.

RELOCATION PACKETS - Available to realtors or any newcomers to our community, we provide a great "starter kit" for those moving into our community. The packets include: the Northville Chamber Business Directory, a downtown Northville map, a data sheet outlining the area's demographics, information on Chamber member businesses and Chamber events. Just provide us with an 8 1/2" x 11" flyer or brochure. There is a nominal fee of \$30.00 per 100 inserts to participate.

COMMUNITY EVENTS - Your Northville Chamber manages many of Northville's treasured and important events, including the Farmers' Market, State of Community Luncheon, Flower Sale, 4th of July Parade, Grub Crawl, Tapped in the 'Ville, Holiday Lighted Parade and the signature community event the Heritage Festival. Sponsorship and volunteer opportunities are available at many of our events.

NETWORKING - After Business Hours and Rise and Shine networking events are designed to introduce new and current members to the Chamber, provide an opportunity to tell others about their business and share promotional materials.



**Sponsorships
=
Immediate Impact**

**The Chamber
manages a diverse
mix of community
events that offer the
opportunity to reach a
small targeted market
or a mass audience.**



Farmers' Market

Sponsorship Opportunities

MARKETPLACE SHOWCASE – March 17

Over 70 businesses participate in this showcase of local products and services. Sponsorship includes sponsor acknowledgement on all promotional material, including social networking and website and preferred exhibit space. Event is a paid ticketed event with estimated annual attendance – 1,200.

GOLF CLASSIC – June 8

Networking on the green at the Chamber's annual golf outing. Golfers, comprised of Chamber members and community leaders, enjoy a day of golf that includes on-course contests, breakfast, lunch, and dinner. Sponsorship opportunities are numerous including on-course signage, displays, foursomes and more.

VETERANS MILITARY BANNER PROGRAM

Presented by the chamber, we will honor veteran or active duty service members during the months of May and November (in conjunction with Memorial Day and Veterans Day respectively) with pole banners featuring a veteran from the Northville area. Sponsorship opportunities included acknowledgement on Banner program brochure and website page.

FARMERS MARKET – May-October

A vital part of the Northville Community, the Farmer's Market operates every Thursday from May to the end of October. The Farmer's Market is a Northville Tradition that is well attended each and every week. Sponsorship opportunities include promotional acknowledgement and on-site exhibit space. This is a free event with estimated daily attendance of 2,000.



Tapped in the 'Ville

FLOWER SALE – May 25-26

Northville celebrates the beginning of Spring with its annual Flower Sale. Over 20 local growers bring their products to the downtown for this popular two-day event. Sponsorship opportunities include promotional acknowledgement, signage, and on-site exhibit space. This is a free event with estimated daily attendance of 2,000.

FRIDAY NIGHT STREET CONCERTS – Friday in June, July, August

This popular Northville event features an eclectic mix of entertainment each Friday night from June through August. Sponsorship opportunities are varied and can include signage, promotional acknowledgement and on-site exhibit space. This is a free event with an estimated evening attendance of 1,500.

TAPPED IN THE "VILLE" – Craft Beer Festival– June 23

A unique collection of craft beer from around the state, country and world will be featured in this 1st time event. The Chamber will bring this event to Millennium Park in Northville Township and will feature over thirty (30) local breweries and food trucks. Sponsorship opportunities include promotional acknowledgement and on-site exhibit space. This is a ticketed event with an estimated attendance of 1000.

JULY 4TH PARADE

One of Northville's most popular and most attended events, the traditional 4th of July Parade has been a community event for over twenty (20) years. Sponsorship opportunities are varied and can include sponsorship logo recognition on all promotional material and/or on site entry. This is a free event with an estimated attendance of 10,000.

GRUB CRAWL – July 24

This event offers patrons the opportunity to sample product at over 12 different restaurants in both downtown Northville and Northville Township. Sponsorship opportunities include promotional acknowledgement and individual tickets for customer/employee incentives. This is a ticketed event with an estimated attendance of 300.

NORTHVILLE HERITAGE FESTIVAL – September 14-16

One of Northville's grandest traditions, this three-day event takes Northville back in time to celebrate "days gone by". The three-day event includes a Parade, craft market, children's rides, vintage baseball, and several stages of entertainment, strolling entertainers, old fashioned games and contests, free horse and carriage rides...just to name a few. Sponsorship opportunities are varied including promotional acknowledgements, exhibit space and signage. This is a free event with an estimated annual attendance of 30,000 of a three-day period.

STREETS OF TREATS – October 27

Trick or Treat in downtown Northville, as sponsors provide treat stations for our little ghosts and goblins. Sponsorship opportunities include promotional acknowledgements, and treat station signage. This is a free event with estimated annual attendance of 2000.



July 4th Parade



Heritage Festival



Friday Night Street Concerts



Streets of Treats

Advertising Rates and Ad Specs



WEBSITE

Banner advertising opportunities include:

- Member directory page banner - \$800 per year
- Individual category page banner - \$325 per year or \$175 for six months

Requirements for website display ad:

- Image size: 180 pixels wide x 120 pixels tall, 72dpi saved as an RGB, jpg, or gif
- The banner ad can be animated (.gif or .swf).
- Maximum file size 30kb for .swf
- Maximum file size 20kb for .gif
- Maximum run time 15 seconds
- Advertiser must supply url banner link

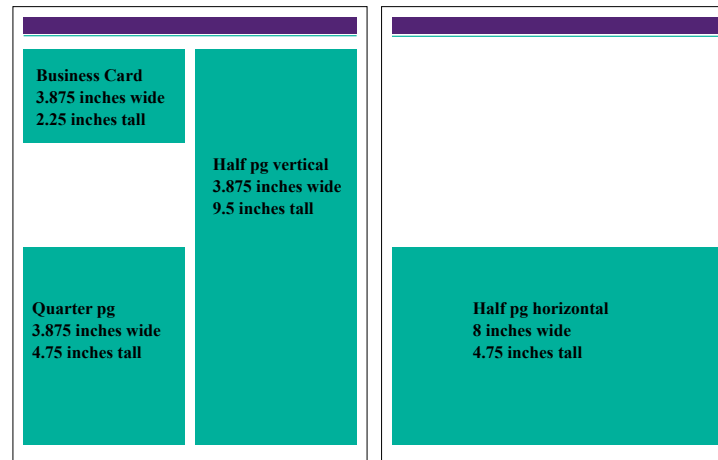
AROUND THE CLOCK NEWSLETTER

Yearly rate includes six (6) issues

Ad Size	Width	Height	Cost
Business card	3.875"	2.25"	\$225
Business card, back page (2 available)			\$325
1/4 page	3.875"	4.75"	\$425
1/2 page vertical	3.875"	9.5"	\$575
1/2 page horizontal	8.0"	4.75"	\$575

Inserts

Full page insert printed on 8.5" x 11" \$100 per month
 Business provides insert copies



ACCEPTABLE AD FILES Submit ad in 300 dpi. File must be flattened and in one of the following formats: tiff, jpeg, eps or a high resolution pdf. A pdf is preferred. Please make sure your ad is the correct dimension.

UNACCEPTABLE FILES Microsoft Word, PowerPoint or any other word processing program.

Send your art to the Chamber via email to jodyhumphries@northville.org.

Advertising Agreement

Business name _____ Contact _____

Address _____ City _____ Zip _____

Email _____ Ph _____

Website ad Newsletter ad Ad size _____ Ad rate _____

Payment: Make checks out to the Northville Chamber of Commerce

Credit card _____ Exp date _____ CIS _____

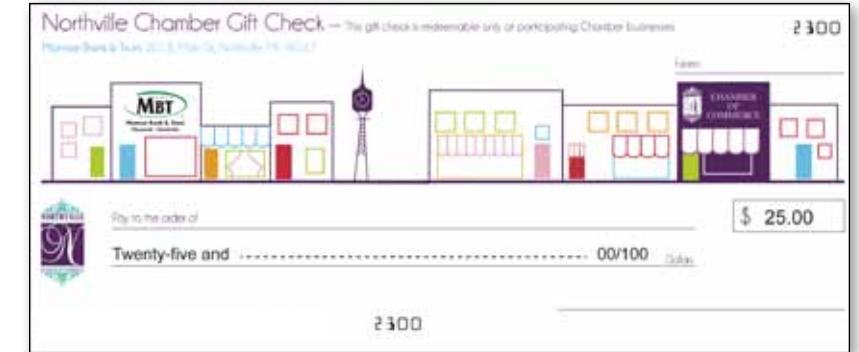
Signature _____ Date _____

Gift Check Program

GIFT CHECKS PROGRAM

Gift Check Program...

Northville Gift Checks are a great way to give a special gift while also supporting your local merchants.



How to participate

The Northville Chamber of Commerce encourages the community to support its local businesses. One of the most popular ways in which to do so is through the Northville Chamber Gift Check Program.

Checks in the amount of \$5, \$10, \$25 are available for purchase and can be used at any of our participating Chamber businesses.

When you register your business in our Gift Check program your business will be listed in the program brochure and our website. The redemption process is as easy as writing the check to your business and you cashing it, as you would with any check.

The Northville Gift Check program is supported by the local Monroe Bank & Trust branch.

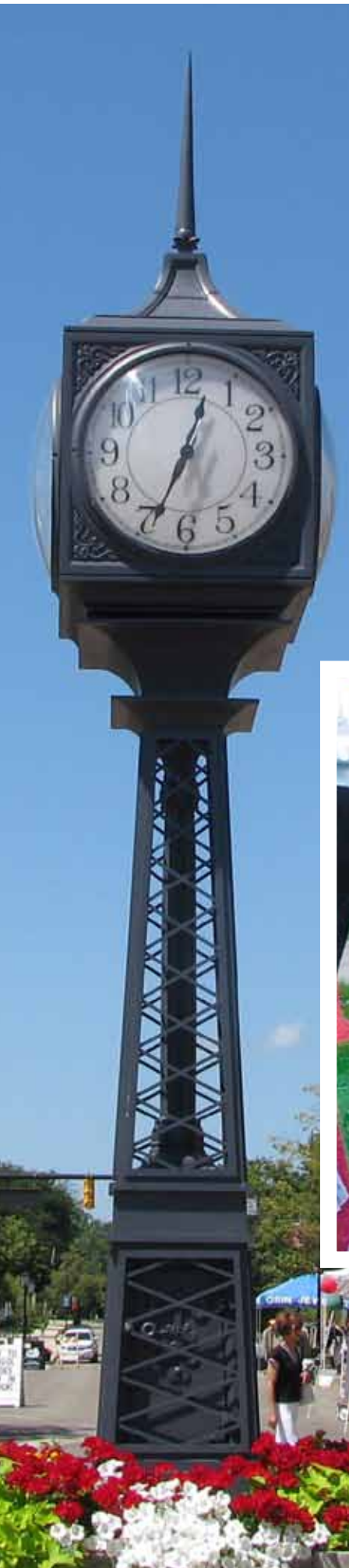
Don't miss out on this opportunity to let your community support YOU!

Gift Check Program

Business name _____ Contact _____

Address _____ City _____ Zip _____

Email _____ Ph _____



Promote
Your Business

Support
Your Community

Join us!



Member to Member Discount Program

DISCOUNT PROGRAM

Discount Programs...

We encourage you to provide a special discount or offer to your fellow chamber members, and take advantage of others as well.



Register your business as a company giving an exclusive discount to fellow Chamber members and take advantage of the savings offered by other members. All participating companies will be published yearly in the newsletter and on our website.

Program Guidelines:

1. The discount must be meaningful and have a value.
2. The offer must be exclusive to Chamber members, over and above the price offered to the public.
3. Present your membership card at the time of the sale.
4. The discount program will be for a one year minimum.

Please fill out the form below, mail or fax to the Chamber or email to Jeri Johnson at jerijohnson@northville.org

Member to Member Discount Program

Business name _____ Contact _____

Address _____ City _____ Zip _____

Email _____ Ph _____

Describe the discount to be offered _____
