



Northern Kane County
CHAMBER OF COMMERCE

Marketing

Ribbon Cuttings: The Northern Kane County Chamber wants to help you jump-start your new business from the day you first open the doors by offering a complimentary Ribbon Cutting. Simply call the Chamber Office to arrange yours. Please give three weeks advance notice to ensure a successful event.

Membership Directory: The Chamber Directory is published every year. It gives your business an opportunity to be seen by thousands of people. We stock the Directory in area banks, hotels, restaurants, shops, real estate offices, village offices, and public venues in the Dundee Township Visitor Center and the Elgin Area Convention and Visitor Bureau office. It is included in every fulfillment package to those planning to live and work here that request information about our area. This publication makes a great first impression to new and future residents and business people. Ad prices vary by size and location chosen within the publication and are made available to all of our members in good standing at the time of publication. The Directories are available for all of our members to use, distribute and display.

The Northern Kane County Map: The Chamber Map will be offered as demand dictates. Because our membership area is in such a state of rapid growth, we are making sure all of our newest developed areas are incorporated into the piece. We stock these maps in all of the same places where we stock our membership directories, and it serves as a complimentary piece to the area information fulfillment mailings. Ads are priced again according to size and location in the piece. This is our most popular public awareness piece and remains in high demand.

Benefits of Membership

The Chamber Newsletter, Directions: *Directions* is our monthly newsletter. Advertising prices are listed in the publication. Ads and articles are due on the first of the month one full month prior to publication, and are easily submitted by emailing a “pdf” file or Word document to the Chamber office. Full-page advertising inserts that you provide are due by the 15th of the month prior to publication month. Circulation is currently to 250 Chamber members and friends of the Chamber, including education and government officials.

One of the best ways to promote your business is by submitting your press releases to the Chamber via fax or email. Placement of news releases is at our discretion due to time and space constraints.

The Chamber Website: The Northern Kane County Chamber website is: www.nkcchamber.com. It offers advertising opportunities for your business on each page. Advertising opportunities are available.

Mailing Lists: You may purchase from the Chamber a set of prepared mailing labels for your own mailings, or an electronic file of the Chamber membership for your mail merges. See the *Directions* newsletter for current prices.

The Chamber Bulk Mail Permit: We are pleased to offer our members the use of our Bulk Mailing Permit with the United States Postal Service in Dundee. We are only permitted for letters and flats, not post cards. We provide you with training to prepare your mailing, and supplies to get you started. All bulk mailings must of course contain our indicia in the stamp corner, which we can provide in a variety of file formats, and the US Postal form must be signed by a Chamber staff member to be accepted at the post office.

The Chamber Signature: Some of our members do business out of the country, and some official documents require the Chamber Signature to authenticate the local business to foreign officials or corporations. We offer this service as included with their membership. Call us for more information.

Advertising And Networking

Chamber Event Sponsoring: There is an advertising opportunity for your business at every Chamber Event. We have created a full array of sponsorship levels and involvements for you to choose from throughout the year at the Chamber event of your choice. As you prepare your marketing budget, pick from our many offerings to best suit your business needs. Sponsorships are the best way to get additional exposure as a leader in the business community.

Committee Work: Some of the best marketing you can do is Personal Marketing. Even if you don’t have many dollars to spend, you can benefit by giving your time to a committee. It provides you a chance to network and build relationships that often prove mutually beneficial to all of those involved in service. It helps you to build your leadership and communication skills, and softens the market for you to do business with other business owners.

Give-Aways: We all know that the world loves those little promotional “gadgets”. There are ample ways for you to distribute items holding your imprinted business information in our event gift bags. Speak to the Chamber staff for creative ideas and pricing.

**Celebrating Over 25 Years of
Excellence Serving Northern
Kane County**

**For more information, call
847.426.8565.**

Being A Chamber Member Brings You More

**It’s time to join the Northern Kane County
Chamber of
Commerce and watch your business grow!**



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CHAMBER OF COMMERCE

What does our Chamber do?

The Northern Kane County Chamber of Commerce was 25 years old in 2005. Our mission statement reads as follows:

The Northern Kane County Chamber of Commerce is an advocate for business interests and development by identifying and fulfilling needs of the business community through leadership, education, support and promotion.

Here is a sample list of our functions:

- *Develop New Projects & Programs*
- *Refer members to other members and refer members only*
- *Promote and advertise members*
- *Keep abreast of issues that affect our members*
- *Special event planning & community involvement.*
- *Leadership in the community*
- *Assist our members with networking opportunities*
- *Cooperate with other local Chambers*
- *And so much more!*

*Celebrating Over 25 Years of Excellence
Serving Northern Kane County*

Networking

There is nothing more powerful as a benefit of membership than the other member businesses of the Northern Kane County Chamber. You have immediately found hundreds of referrals for your business to help you get the word out about your business through them and multiple venues by which you can find business opportunities with them. The best way to do that is simply, GET INVOLVED! Your personal networking starts with the relationships YOU develop with other chamber members.

Business After Hours: Business After Hours offers you two great opportunities to promote your business: by hosting one or simply by attending them. The cost to host is up to you, depending on what you do. It is the time to bring plenty of your business cards and a big smile. It is a casual atmosphere and offers you an opportunity to meet other chamber members on a very informal basis, and always involves great refreshments. Build your business by building solid relationships.

Membership Advantage Program: Every member will receive a new NKCCC membership card upon their membership renewal. This card entitles you to take advantage of member discounts on goods and services. A complete listing of participating members is on the Chamber website in the business directory. Make this benefit pay for you by being a participating member business!

Women in Business and Dollars for Scholars: The Women in Business group is a long-standing group within the Chamber, offering Chamber members, their spouses and employees educational programs and networking. They meet on the first Thursday of each month, September through May. One of their prime purposes is also fund-raising for the Dollars for Scholars Program, a separate, national 501 c (3) corporation that provides both traditional and non-traditional students financial aid for higher education. (Individual and corporate donations to this program are tax deductible.) The Women in Business group has its own board that also serves as the board for the Dollars for Scholars Program.

Being a Chamber

Member Brings You More!



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CHAMBER OF COMMERCE

Membership Benefits

**Celebrating Over 25 Years
of Excellence Serving
Northern Kane County**

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