

LEMAY

CHAMBER OF COMMERCE

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BARBARA HEHMEYER
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MARKETING
&
COMMUNICATIONS
POLICY
FOR
MEMBERS

MARKETING

Use of Chamber Logo

- Any member may use in advertising or marketing
- Logo must be preceded by the words "Member of".
- The following words may be used without the logo: "Member of Lemay Chamber of Commerce" or "Lemay Chamber of Commerce Member".

Chamber Luncheons

- Sponsorship of luncheon meeting — Cost \$100
Includes: Opportunity to introduce speaker, special table for marketing purposes, one lunch, recognition in all meeting promotional materials
- Attendance prizes — May donate one prize per quarter with \$20 minimum value. Donor will draw winning name and present prize. Only three prizes per meeting
- Handouts — Any member may bring handouts to place on share tables, not dining tables.
- Announcements of member events (as time allows) — Member must email details to Chamber no later than one week prior to the luncheon.
- No check or award presentations allowed.
- No other promotional accommodations allowed.
- New members will be accorded time to introduce themselves.
- A list of all pre-registered attendees will be provided at each luncheon.

Event Sponsorships

- Sponsorships are available for most Chamber events and will be tailored to suit both the member's and Chamber's needs.
Arrangements must be made with staff.

Goodie Bag Items

- Merchandise and coupons must have perceived value.
- Flyers, business cards, and political/legislative materials will not be accepted.

COMMUNICATIONS

Blast email

- To promote members' own free events and news
- To promote member-to-member special offers and discounts
Promotions must have perceived value and must benefit all members equally.
- Frequency — One per month at the beginning of the month
- Member limited to one submission per quarter
- Submission deadline — The 25th of the month preceding the event or promotion
- Space is limited, first-come, first-served
- Member event cannot compete with Chamber event.

Newsletter

Inserts:

- Specifications – 8 ½" x 11", 20# paper, printed 1 or 2-sided.
Paper can be any color, but cannot be glossy.
- Cost – \$100, Non-profit organizations – \$50
- First-come, first-served
- Deadline: Must deliver to Chamber office by the 10th of the month preceding publication
- Only three inserts per month. Call to reserve placement.

Articles:

- Blurb about member event and news as space allows
- Priority given to member who has not had an item published in the current year
- Deadline – The 10th of the month preceding publication

Member directory

- Excel file provided at no charge with the following information only: Contact name, company name, street address, telephone number. No fax numbers or email addresses provided.
Frequency — One per year
- Set of mailing labels, \$25. Frequency — One per year