



FLX CHAMBER

FINGER LAKES AREA CHAMBER OF COMMERCE

Creating Connections Across the Region

EXPOSURE. CONNECTIONS. REPRESENTATION.

THE FINGER LAKES AREA CHAMBER OF COMMERCE SUPPORTS AND REPRESENTS OUR MEMBER BUSINESSES AND ORGANIZATIONS.

By introducing and telling your story, we increase the awareness of your business and services, both locally and regionally. As your advocate, we leverage our vast network by connecting our members with other local or regional organizations, as well as key business resources, and networking opportunities.



CHECK OUT ALL OF THE **MEMBER BENEFITS** THAT WE OFFER, LISTED BELOW.



MEMBER ONLY REFERRALS

Because we are a private Chamber, we only give out information for, and refer our customers and members when our office is contacted or visited with inquiries for area tourism or business information. This professional referral service is a reliable source of local and regional information that comes backed by the long-standing belief that if a business is a member of the Chamber of Commerce, they are trusted with a stamp of approval to work with. We answer countless calls each year that are tracked and sent to your business which you will see the value of for yourself when you receive a referral email from our team when your business is recommended or referenced.



ONLINE CHAMBER MEMBER DIRECTORY

All of our members and customers are listed on the FLX Chamber's website under our featured Member Directory. This is visible and searchable for the public to access.

FEATURED MEMBER NEWS - ONLINE



Let us tell your story! Chamber Members can submit any of their news, job openings, special events or other updates to share which will be rotated out and featured on links and posts within the Chamber's new website on either the homepage or under the Member News links. **Additional promotions are also available under our Pay-To-Play programs to have featured posts or events for a Members' news or announcement remain for longer periods, uninterrupted for further promotion.**



SOCIAL MEDIA EXPOSURE

We help to simplify social media! The Chamber utilizes the power of Facebook and Instagram by posting on social media sites as one of the top ways in which it promotes, supports and advocates for its Members. Chamber Members can have custom content posts created by Chamber staff across our sites, or can request to have their own social media posts re-shared on our popular platforms to help increase awareness and engagement of your pages. **Additional promotions are also available under our Pay-To-Play programs to have featured posts or events for a Members' news or announcements added for further promotions.**



CHAMBER CONNECTION AND E-NEWS



'The Chamber Connection' and 'Event News & Updates' is the Chamber's digital Monthly Newsletter and bi-Weekly E-Blast that gets sent out to our members and partners. Each goes to over 600 area business professionals and regional contacts which we have a VERY successful track record and open rate for- some of the highest in the industry (49%!) Members have the opportunity to be featured in each under our 'Member News' section where we encourage customers to submit news and events throughout the year to the Chamber Team to be featured and rotated. This is a free benefit as space allows. **Additional promotions are also available under our Pay-To-Play programs.**



BUSINESS AFTER HOURS NETWORKING MIXERS

Looking for that old fashioned networking style opportunity to meet once a month and get together? Our monthly Business After Hours (BAH) "Mixers" are held at various Member locations on the 2nd Wednesday of each month from 4-6pm, unless otherwise noted. They have become a strong resource for making contact with both current and prospective customers. The opportunity to host a BAH Mixer is exclusive to Chamber Members. BAH hosts are able to showcase their products and/or services through a personalized behind the-scenes style, open house event.

Return on Investment: How the numbers = ROI for your business!



Statistics show that 63% of consumers are more likely to purchase from a business that is a Chamber of Commerce member, and 44% are likely to view those businesses more favorably.

(Source: American Business Magazine)



MEMBER MILESTONE CELEBRATIONS

One of the ways that the FLX Chamber works to promote its Member Businesses & Organizations is by helping to celebrate their milestones and achievements. Whether it's promoting an Anniversary, Relocation, or Open House, Members can take advantage of our key media resources and connections by co-hosting a Member Milestone Celebration. These events have proven results to generate publicity and are one of the most popular programs that we offer. **Contact our office to see if you qualify for a Member Milestone Celebration. MMC events are subject to scheduling requests & availability.**



MORE EVENTS = MORE NETWORKING

Do you like events? Join us and get involved in our two major events such as our ever-popular, annual Chamber Cup Golf Tournament in May, or our food and craft beverage event- the Membership Harvest Celebration in September. Create connections with Chamber Members and network with other business professionals. **Additional opportunities to volunteer or sponsor for key exposure and advertising options are available for these events as Pay-To-Play options for Members.**

GET INVOLVED: AMBASSADOR COMMITTEE

If you love the FLX Chamber and want to get more involved and dive into learning more about all there is to offer for our customers, Chamber Members have the opportunity to serve on our active Ambassador Committee. This engaged group works closely with the Chamber Team to plan and execute events, visualize new programs and activities, and represent the Chamber within their respective industries.

PAY-TO-PLAY PROGRAMS

SPONSOR

ADDITIONAL MEMBER-EXCLUSIVE OPPORTUNITIES ARE AVAILABLE TO THOSE LOOKING FOR A LITTLE SOMETHING MORE:

EVENT SPONSORSHIPS

Options for additional exposure & visibility through Event Sponsorships are available for Members only. We host two annual events where members can take advantage of exclusive endorsement opportunities. **Available on a first come, first serve basis.**

DIGITAL MARKETING PROGRAM

Advertising options to utilize the Chamber's online communications platforms such as our Newsletter, E-Blasts and Social Media, are available. Chamber Members also have the opportunity to further promote special events, discounts, and more.

DOWNTOWN WINDOW DISPLAY ADVERTISING

This Member Program is ideal for regional customers outside of the area, those that don't have a brick-and-mortar location, or for anyone that is looking for an affordable option to gain additional visibility. Our downtown location receives some of the highest numbers of foot and vehicle traffic in Geneva on a busy corner with a four-way stop. Members can reserve one of eight highly-visible picture window spaces to showcase signage for their business, promote a special event, display seasonal products, packaging and more.

Window space is reserved on a first come, first served basis and must be booked in 3-month increments.

WEBSITE ADVERTISING PROGRAM

Advertise on FLXChamber.com in new featured spaces where members can now reserve tiles for their news, events, or special seasonal spaces that can be purchased monthly or quarterly.

***NEW, space limited, reserved on a first come, first served basis.**

ANNUAL BAH SEASON PASS PROGRAM

Access to all of the Chamber's Mixers. This program is offered once a year for a limited time. Cards are created custom with printed names to the person/business who signs up.

FLX CHAMBER'S ANNUAL PARTNER PROGRAM

The Chamber's Annual Partners are key stakeholders made up of valuable businesses throughout the region that we serve. These critical members support and participate in ALL major programming and events with their annual investments towards the services that the Chamber offers. **This program is offered once a year and is offered on a first come-first serve basis.**

#MEMBERSHIPMATTERS

#FLXCHAMBER

#LETUSTELLYOURSTORY



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