



THE CHAMBER OF COMMERCE MEMBER PERKS PROGRAMME

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WHAT IS MEMBER PERKS?



Formerly known as *The Chamber Discount Programme*, **Member Perks** has been enhanced to include a more diverse range of benefits for members.

Not only does it encourage members to support local businesses, but it now also provides promotional opportunities and brand exposure across various media platforms.

HOW DOES IT WORK?

FOR YOUR COMPANY

Participation in the Member Perks Programme allows access to a range of benefits such as brand exposure, promotional and marketing opportunities, and the use of Chamber's platforms and resources. Members that agree to offer business to consumer specials or discounts will receive a door decal to alert customers that the Member Perks card is accepted.

FOR YOUR STAFF

Not only is the programme beneficial to your business, but also to your staff. The Chamber provides Member Perks cards for all your staff members*, allowing them to take advantage of offers and discounts, adding to the employment perks at your company. Card holders have access to a wide range of discounts, offers, and exclusive deals from participating businesses.

**The number of cards distributed for your company is based on the size of your business as indicated in your Chamber membership renewal.*

For more information on the packages, or to sign up for a Member Perks upgrade, please contact us at: memberperks@caymanchamber.ky



Governors Square, West Bay Road



caymanchamber.ky



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WHY JOIN THE PROGRAMME?

WHY SHOULD I ADVERTISE WITH THE CHAMBER?

The Chamber membership consists of a network of business owners, employers, and other professionals in the business community. As a member, you have the opportunity to tap into this exclusive audience to promote your business and communicate your special offers to like-minded local businesses and employees in the community.

The programme will provide access to some of the Chamber's most attractive assets and communication platforms. To name a few, these assets include an extensive database of contacts, esteemed email marketing publications, established social media platforms, and an exciting new website with improved mobile functionality and digital opportunities.

WHAT IS THE CHAMBER'S REACH?



+7,430

Social Media Followers

3,232 Facebook followers
1,757 Instagram followers
1,714 Twitter followers
728 LinkedIn followers

+680

Members

613 Businesses
19,883 Employees



+4,040

Contacts in Email Database

Average of 4 emails sent per week
Average open rate of 28% (13% above industry average)
Average click rate of 14% (7% above industry average)

WHAT ARE THE BENEFITS?

WHAT BENEFITS DO YOU GET?

When your business joins or renews your Chamber membership, your organisation automatically becomes a participant in the Member Perks programme.



STANDARD BENEFITS INCLUDE:

- ✓ Listing on Chamber website business directory.
- ✓ Member Perks cards for all employees.
- ✓ Opportunity to upgrade your promotional benefits.
- ✓ Access to reduced rates at the Chamber Training Centre.
- ✓ Access to Chamber Advocacy.
- ✓ Access to discounted Chamber facilities, services and events.
- ✓ Invitations to exclusive networking events and information sessions.
- ✓ Access to special offers and discounts from other member businesses.

UPGRADE YOUR BENEFITS!

If you're looking for more brand exposure, and more opportunities within the Member Perks Programme, we have just the solution for you.

The Member Perks Programme offers a range of upgraded benefits packages that can improve your reach in the business community.



THE FOLLOWING UPGRADED BENEFITS PACKAGES ARE AVAILABLE:

Rooster Package (Small Biz Booster)

(save \$25)

- 1 X Organic Social Media Post
(Facebook, Instagram, Twitter, LinkedIn)
- 1 X Chamber Newsletter Banner

CI \$250

Coconut Package

(save \$100)

- 1 X Chamber Website Secondary Page Ad Bundle 2 (5 features)
(1 Month duration)
- 2 X Organic Social Media Post
(Facebook, Instagram, Twitter, LinkedIn)
- 2 X Boosted Social Media Feature
(Facebook, Instagram, Twitter, LinkedIn)
- 1 X Chamber Newsletter Banner

CI \$750

Coral Package

(save \$150)

- 1 X Chamber Website Secondary Page Ad Bundle 1 (10 features)
(1 Month duration)
- 2 X Organic Social Media Post
(Facebook, Instagram, Twitter, LinkedIn)
- 2 X Boosted Social Media Feature
(Facebook, Instagram, Twitter, LinkedIn)
- 2 X Chamber Newsletter Banners
- 1 X Feature in seasonal Member Perks eblast
(Advertising around special occasions such as Valentine's Day, Easter, Mother's Day, Father's Day, Black Friday, Christmas etc.)

CI \$1250

Stingray Package

(save \$200)

- 1 X Chamber Website Secondary Page Ad Bundle 1 (10 features)
(1 Month duration)
- 1 X Chamber Website Primary Page Ad (Position 2 or 3)
(1 Month duration)
- 2 X Organic Social Media Post
(Facebook, Instagram, Twitter, LinkedIn)
- 1 X Boosted Social Media Feature
(Facebook, Instagram, Twitter, LinkedIn)
- 2 X Chamber Newsletter Banner
- 1 X Chamber Newsletter Feature
- 1 X Feature in seasonal Member Perks eblast
(Advertising around special occasions such as Valentine's Day, Easter, Mother's Day, Father's Day, Black Friday, Christmas etc.)

CI \$1750

Silver Thatch Package

(save \$400)

- 1 X Chamber Website Homepage Ad (Position 1 or 2)
(1 Month duration)
- 1 X Chamber Website Primary Page Runner Ad
(1 Month duration)
- 2 X Organic Social Media Post
(Facebook, Instagram, Twitter, LinkedIn)
- 1 X Boosted Social Media Feature
(Facebook, Instagram, Twitter, LinkedIn)
- 1 X Chamber Newsletter Banner
- 1 X Chamber Newsletter Feature
- 1 X Exclusive Member eBlast
- 1 X E-signature for the duration of 1 month (all Chamber emails)
- 1 X Feature in seasonal Member Perks eblast
(Advertising around special occasions such as Valentine's Day, Easter, Mother's Day, Father's Day, Black Friday, Christmas etc.)

CI \$2500

Caymanite Package

(save \$700)

- 1 X Chamber Website Exclusive Homepage Runner Ad
(1 Month duration)
- 1 X Chamber Website Primary Page Ad (Position 1)
(1 Month duration)
- 1 X Chamber Website Secondary Page Ad Bundle 3 (3 features)
(1 Month duration)
- 3 X Boosted Social Media Feature
(Facebook, Instagram, Twitter, LinkedIn)
- 2 X Chamber Newsletter Banner
- 1 X Chamber Newsletter Feature
- 1 X Exclusive Member eBlast
- 1 X E-signature for the duration of 1 month (all Chamber emails)
- 1 X Feature in seasonal Member Perks eblast
(Advertising around special occasions such as Valentine's Day, Easter, Mother's Day, Father's Day, Black Friday, Christmas etc.)
- 1 X Webinar on the Chamber platform
(hosted and promoted by the Chamber)

CI \$3500

Terms & Conditions

- All packages are valid for up to 1 year. Individual elements can be scheduled in at the member's request.
- Artwork and design of all Member Perks promotional collateral will be designed and managed by The Chamber of Commerce as part of your Member Perks package.
- Designs and layouts will follow a standardised Member Perks template, featuring your brand either exclusively, or with other brands depending on your package.

For more information on the packages, or to sign up for a Member Perks upgrade, please contact us at: memberperks@caymanchamber.ky



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INTRODUCING A NEW COLLECTION OF MEMBER PERKS MONTHLY PACKAGES

PACKAGE OPTIONS

One Month Contract

CI \$350

- Inclusion in one Member Perks Select Eblast per month
- 1 Organic social post per month
- 5 Secondary page rotating banners for contract duration



Three Month Contract

CI \$825 (equivalent to \$275 per month)

- Inclusion in one Member Perks Select Eblast per month
- 1 Organic social post per month
- 5 Secondary page rotating banners for contract duration*

(save \$75)



Six Month Contract

CI \$1500 (equivalent to \$250 per month)

- Inclusion in two Member Perks Select Eblasts per month
- 2 Organic social posts per month
- 10 Secondary page rotating banners for contract duration*
- 2 Primary page rotating banners for contract duration*

(save \$100)



Twelve Month Contract

CI \$2400 (equivalent to \$200 per month)

- Inclusion in two Member Perks Select Eblasts per month
- 2 Organic social posts per month
- 10 Secondary page rotating banners for contract duration*
- 2 Primary page rotating banners for contract duration*

(save \$150)

*Note: banners can only be changed once each month

The Member Perks Select Eblast

Member Perks Select

- Fortnightly Member advertising email (between 5-15 ads)

Dimensions and specifications:

- 600px X 600px
- Minimum font size of 14pt
- Maximum word count of 250 words
- RGB colour mode
- JPG file format (300dpi)
- Link to webpage of your choice



BUILD YOUR OWN PACKAGE

Social Media Advertising

Organic Social Media Post

CI \$75

- 1 X Facebook post
- 1 X Instagram post
- 1 X Twitter post
- 1 X LinkedIn post

Boosted Social Media Post

CI \$100

- 1 X Boosted Facebook post
- 1 X Sponsored Instagram post
- 1 X Paid LinkedIn post

Chamber E-Signatures

1 Month Feature

CI \$100

- Featured in the e-signature advertising space on all outgoing emails.

Printed Desktop Calendar

1 Month Sponsor

CI \$1200

- Full strip banner ad at the top of selected page
- Month of your choice (depending on availability)
- Small banner ad space featuring on every page

1 Month Offer

CI \$200

- Offer inclusion in the Chamber branded bottom strip
- Featuring offer / promotion valid for selected month
- Month of your choice (depending on availability)

Electronic Direct Mail

Chamber Newsletter Banner

CI \$200

- 1 X Banner ad included in newsletter
- 600px wide X 250px high
- Linking to URL of your choice
- Artwork and link supplied by member

Chamber Newsletter Feature

CI \$250

- Member spotlight section feature*
(Content must be relevant to business community)
- Includes image, text and click through button
- Linking to URL of your choice
- All content and link supplied by member

Seasonal Member Perks Feature

CI \$ 250

- Special feature in seasonal promotions eblast
- Eblast will focus on promotions and special offers relevant to special occasions such as Valentine's Day, Easter, Mother's Day, Father's Day, Black Friday, Christmas, Back to School, etc..

Exclusive Member Eblast

CI \$ 300

- Standalone eblast exclusively for member message
- Accompanied by 'Member Perks' header and footer.

Chamber Webinar Platforms

Chamber Zoom Webinar

CI \$1000

- Promoted on Chamber assets
- Access to Chamber database and audience
- Event setup and hosting by Chamber team

Chamber Facebook Live Session

CI \$500

- Promoted on Chamber assets
- Access to Chamber followers and audience
- Event setup and hosting by Chamber team

Individual / Customised Options

Contact us to discuss special features or customised opportunities to suit your business or budget.

memberperks@caymanchamber.ky



BUILD YOUR OWN PACKAGE

Website Advertising

Home Page Runner CI \$900 per month

- Runner position on Home Page
- Exclusive space (no rotation of ads)
- 1 Appearance in prime homepage position only

Home Page Position 1 OR 2 CI \$700 per month

- Position 1 OR 2 on Home Page
- Shared space (5 rotations max)
- 1 Appearance in standard homepage position only

Primary Page Runner CI \$700 per month

- Choice of specific primary page
- Runner position on Primary Page of your choice
- Exclusive space (no rotation of ads)
- Multiple appearances (all secondary pages within the section)

Primary Page Position 1 CI \$500 per month

- Choice of specific primary page
- Position 1 on Primary Page of your choice
- Shared space (5 rotations max)
- 1 Appearance on selected page only

Primary Page Position 2 OR 3 CI \$400 per month

- Choice of specific primary page
- Position 2 OR 3 on Primary Page of your choice
- Shared space (10 rotations max)
- 1 Appearance on selected page only

Secondary Page Bundle 1 CI \$400 per month

- Choice of primary section, not page specific
- Position 1 OR 2 on Secondary pages in selected section
- Shared space (10 rotations max)
- 10 Appearances on multiple secondary pages

Secondary Page Bundle 2 CI \$300 per month

- Choice of primary section, not page specific
- Position 1 OR 2 on Secondary pages in selected section
- Shared space (10 rotations max)
- 5 Appearances on multiple secondary pages

Secondary Page Bundle 3 CI \$200 per month

- Choice of primary section, not page specific
- Position 1 OR 2 on Secondary pages in selected section
- Shared space (10 rotations max)
- 3 Appearances on multiple secondary pages

HOME PAGE



PRIMARY PAGE



SECONDARY PAGE



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MEMBER PERKS DISCOUNTS

As part of the Member Perks Programme, participating member businesses offer a wide range of business to consumer, and business to business discounts.

Members and their employees can access these discounts by presenting their Member Perks Card at any participating company.



GET INVOLVED:

The Member Perks discount platform is available to all Chamber Members.

Participation in the programme will not only promote local shopping and support other local businesses, but it will also strengthen your business with benefits such as increased brand awareness, a potential increase in sales, and improved foot traffic.

Contact us to submit your discounts, coupons, or special offers to the Member Perks Programme.

info@caymanchamber.ky | +1 345-949-8090

