



Your Membership Benefits!!!

Your marketing investment in the Hayward Area Chamber of Commerce (HACC) puts your business or organization in front of the ~25,000 visitors we interact with via phone calls, emails and visits to our building each year, in addition to the thousands of visits to our web site. While this level of exposure alone provides tremendous value, there are many additional ways your chamber membership can help you...

- Present your business the way you want it presented! Control your message to potential customers via your profile webpage at www.haywardareachamber.com. Provide description of products/services, and make sure customers can find you via direct links to your web page, social media sites, You Tube videos, and other links!
- Visitors and locals alike visit our information center when looking for particular businesses. Make sure you are in front of them by bringing your brochures in for display and flyers for posting on our bulletin board.
- Special Sale? Keep locals and visitors alike informed of all your special deals and promotions by posting them to our "Hot Deals" tab on our website.
- Leverage the traffic received by the Hayward Area Chamber of Commerce website by advertising on either our home page and/or a categorized page.
- Find the perfect fit, and longtime employee by posting "Job Openings" to our website.
- Network and let other business people from the area know about your products and services by attending monthly Business After 5 events, or consider hosting one! Your next customer may come from a referral by a fellow business person from the area!
- Increase sales and customer base by accepting part of the \$60,000+ in Chamber Bucks issued by the HACC every year. Simply accept the gift certificates as cash and call the Chamber office to pick up your check. Chamber Bucks keep money in the local economy and only HACC members may accept them. Having your business printed in the "Chamber Bucks" campaign brochure is additional and valuable exposure!

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- Be front and center when Hayward is at its busiest by making events part of your marketing plan by sponsoring, volunteering and promoting events in the Hayward area hosted by the Chamber such as Musky Fest, Fall Fest, Wine Tasting, The Red Dress Gala, Annual Dinner and Festival of Trees. Even a few hours of volunteering could connect you to your next customer!
- Bonus listing in online directory at www.haywardlakes.com.
- Increase your event attendance by posting it to our online calendar.
- Take advantage of the opportunity to advertise in the Shop & Dine Brochure and the Hayward Lakes Annual Vacation Guide. These advertising options are affordable, and are put in the hands of thousands of visitors each year!
- Receive updates on key economic issues impacting our area.
- Have a voice in who represents you through voting rights for the HACC Board of Directors, or pursue the opportunity to represent the Chamber directly as a member of our board of directors.
- Interested in Economic Development, Musky Fest, or Marketing? Share your skills and expertise, as well as build credibility by serving on a committee or committees.
- Increase your contacts and potential customer lists with access to membership mailing listing.
- Impress potential clients or just use the extra room for meetings larger than your meeting space can accommodate with access to the conference room at our Information Center.
- Save printing costs with access to our copier (up to 500 copies a year-black and white) and FAX machine.
- Make sure visitors see you by taking advantage of our Adver-Tease program. For a small fee, your business will be featured in the information center for one week (Mid-May-Labor Day). Provide shirts and hats for our Information Specialist to wear and have brochures, fliers, etc. featured. Every visitor will leave knowing who you are!
- Advertise to Chamber Members! HACC will send one ad per month to all members via our email distribution list. For just \$25.00 your ad will be seen by Hayward's top business people, using the HACC brand and credibility!
- Display your Hayward Area Chamber of Commerce membership sticker prominently to communicate additional credibility to your customers, as well as showing your support of your local business community!!

For more information on any of these exclusive HACC Member Benefits, please contact the Hayward Area Chamber of Commerce at 715-634-8662.