



### **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 popular web site. Likewise, our social media strategy has resulted in tremendous levels of public engagement and marketing value that are vitally important to our local economy. While these forms of exposure alone provide a great value, there are additional ways your chamber membership can help you...

- Present your business or organization the way you want it presented! Control your message to potential customers via your profile webpage at [www.haywardareachamber.com](http://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 and other links!
- Visitors and locals alike visit our Hayward Information Center when looking for businesses or organizations. Make sure you are in front of them by bringing your brochures in for display and flyers for posting on our bulletin board!
- Network and let other business people from the area know about your products, services or events 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!
- Advertise directly to all Chamber Members! HACC will send an ad or event announcement to all members via our email distribution list. For just \$25 your message will be seen by Hayward's top business people, using the HACC brand/credibility (and no charge if a non-profit)!
- Receive complimentary listing in the online directory at [www.haywardlakes.com](http://www.haywardlakes.com), the website of our marketing partner at the Hayward Lakes Visitors and Convention Bureau!
- Find the perfect fit, and longtime employee by posting "Job Openings" to our website!
- Increase sales/customer base by accepting part of the \$150,000+ in Chamber Bucks issued by the HACC in the past year! Simply accept the gift certificates as cash (only chamber members can accept them!) and call the Chamber office to pick up your check. Having your business printed in the "Chamber Bucks" campaign brochure is additional and valuable exposure!
- Increase your event attendance by posting to our online calendar!

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- 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 during the summer season. Provide shirts and hats for our Information Specialist to wear and have brochures, fliers, etc. featured. Every visitor will leave knowing who you are!
- Display your Hayward Area Chamber of Commerce membership sticker prominently to communicate credibility, trustworthiness, and involvement in your community!!
- Leverage the traffic received by the Hayward Area Chamber of Commerce website by advertising on either our home page and/or a categorized page!
- Be front and center when Hayward is at its busiest by making our Hayward Area Chamber of Commerce events part of your marketing plan through sponsorship or volunteering. Musky Fest, Fall Fest, and the Annual Dinner are among the opportunities. Even a few hours of volunteering could connect you to your next customer!
- Discounted booth space opportunities at Hayward's Musky Festival and Fall Festival!
- Take advantage of the opportunity to advertise in the Shop & Dine Brochure and the Hayward Lakes Annual Vacation Guide. These member-exclusive advertising options are affordable and are put in the hands of thousands of visitors each year!
- Receive updates on key economic issues and other key happenings that impact our area!
- Share your skills and expertise by assisting our chamber with our various events!
- Increase your contacts and potential customers with access to our membership mailing list!
- Contribute through your membership dues to our annual opening and maintenance of the Public Restrooms in Downtown Hayward (open May through October).
- Promote your business or organization to over 500 people in our local business community with a free chamber email blast upon joining (with additional future blasts available for nominal fee).
- Gain valuable exposure via Ribbon Cuttings that welcome new members and celebrate current members' milestones!
- Save printing costs with access to our copier (up to 500 copies a year-black and white) and FAX!
- Finally, annual membership dues may be tax deductible as an ordinary and necessary business expense – we recommend consulting with your tax advisor on deductibility!

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