

WHY SHOULD MY BUSINESS JOIN THE LZACC?

4 Reasons...

According to a scientific survey of 2,000 adults **44%** of businesses are more likely to be rated favorably when they are knowingly affiliated with the chamber.

1 Relationships

- Build relationships by networking with over **500 business owners** in the area.
- Participate in the variety of **Events, Committees, & Networking Groups** the Chamber offers.
- Business After Hours events are attended by, on average, over 90 members each month.
- Relevant topics to your business as well as the greater community are presented at bi-monthly Business Connections Breakfasts & Business Skills Luncheons.
- Annual events strengthen your relationships by celebrating business at the Business EXPO, the Golf Outing, the Taste of the Towns and more!

2 Promote

ONLINE MARKETING:

Web Site banner ads, business profile listings and the Lake Zurich AreaSavings club.

E-mail company branded e-mail blasts to the Chamber's membership and more.

Social Media post upcoming events, promotions, success stories, charity efforts, etc.

OFFLINE MARKETING:

Sponsorships: events such as the Bi-monthly Business Connections Breakfasts, Business Skills Luncheons, Business After Hours, and annual events including the Evening of Excellence, Business EXPO, Golf Outing and the Taste of the Towns.

Print Advertising: All members are listed in the annual publication, LIFESTYLE MAGAZINE, mailed to 17,000 households in our area and to new residents, throughout the year. Advertising opportunities are available to gain additional exposure.

Value Investment Program (VIP) members make a year-long commitment by participating in and supporting the many events and opportunities offered through the Chamber. The Gold, Silver and Bronze packages ensure maximum exposure at a bundled, affordable price.

visit www.LakeZurichAreaChamber.com for detailed information.

MEMBERSHIP BENEFITS

3 Develop

Keep businesses focused on the future through **programming**:

- Business & Leadership Programs
- Economic Forums
- Leadership Opportunities on Committees
- Complimentary Use of Chamber Meeting Room for Internal Meetings



Respondents were **63%** more likely to want to purchase goods or services from a small business that is a chamber member.

4 Advocate

Protect your company's investment in the community:

- Monthly Governmental Affairs Committee Meetings
- Candidate Forums
- Informational Meetings
- Breakfast with the Village Presidents/Administrators
- Member Advocacy on Business Issues in the Community



Because small businesses have difficulty voicing their opinions in legislative matters, many state and city chambers include councils committed to helping small business development. Both councils and chambers often champion the "little guy" in community affairs. Their strength-in-numbers approach can cut through regulatory red tape and produce sizeable results in business affairs.

Small business councils in many states relay business owners' concerns to policymakers. They work to preserve a state's small business as well as to review legislation affecting small businesses. They also amplify the small business voice throughout state and national levels.

Economic development through business attraction and retention stimulates and maintains the economy, providing for increased tax revenues that provide local amenities. We are a Governmental advocacy in support of business issues.

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