



## MARKETING AND PROMOTING YOUR BUSINESS

We realize spreading the word about your business can be difficult and frustrating. The Carbon Valley Chamber of Commerce offers several avenues within our chamber that can assist in your efforts of promoting your business, event or special discounts.

- If you are a new member your company name will be displayed under the “New Member” column of the Monthly Newsletter and will be linked directly to your website. You will also be announced as a new member at our Business after Hours event and the Monthly Business Luncheon
- If you have an event, special or job opening, we can post notice in our “Member to Member” email and link to your website or promotional flyer
  - You will need to provide a PDF flyer of your event, special or news to [Stephanie](#)
- We can also post notice on our **Members Specials/Events** web site page (60 days total, unless it is a non-profit fundraiser or ongoing member to member special discount)
  - You will need to provide a PDF flyer of your event, special or news to [Stephanie](#) (you may use same flyer for both the **Member to Member** email and **Members Specials/Events web site page**)
  - Members can now post their events on our new Facebook page. You can access the member page from our web site at [www.carbonvallechamber.com](http://www.carbonvallechamber.com)
- All members are encouraged to attend and bring promotional materials about their business/event/special to our [Monthly Luncheon](#) and monthly [Business after Hours](#) to be placed on the member resource table for interested members to collect
  - You are responsible to remove any remaining materials
- Participate as a [co-host at a BAH](#) (125.00 fee) to market your company and or business/event/special. We typically have 60-100 people to attend this event. The BAH works like a mini expo giving the co-host an opportunity to promote their business and or event/special. Co-host are visited by virtually all attending members and they are given a few minutes to address the audience with key facts about their business. This is a great way to get the word out!
- All members are encouraged to take part in our **Welcome Bag Stuffing’s** held three times a year each summer. Volunteers stuff 300 bags at each stuffing with items chamber members have provided. These bags are then passed out to attending residents at the three large

community events: 4<sup>th</sup> @ Firestone in July, City of Dacono's Carbon Valley Music Festival in August, and the Town of Frederick's Miners Day Celebration in September.

- Can't make it to a Business after Hours? Prefer morning meetings? Try attending our [NEW! Business before Hours](#) group held once month, which offers additional networking opportunities!
- You can purchase a Weekly Reminder "**Banner Ad**" for \$34.95. This weekly reminder goes out to 398 fellow chamber members! Also, watch for information about new affordable opportunities for members to advertise on our web site...details coming soon!
- Most of all, **participate, participate, and participate!** As with any membership, the more you use it the more you will see results.

I hope this helps explain some of the ways the CVCC can help to promote your business. As always, we are open to ideas and suggestions as to how we can better serve you and fellow chamber members.

If you have any questions please don't hesitate to call!

Thank you,

Stephanie M. Martin  
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