

WHY SHOULD YOU JOIN THE GLENDALE CHAMBER?

Membership Benefits



PROMOTE YOUR BUSINESS, DEVELOP ALLIANCES, EXPAND YOUR CUSTOMER BASE, & ESTABLISH CREDIBILITY:

With a Glendale Chamber of Commerce membership, you gain access to a large, active, and engaged professional community that can help your own business grow and prosper. Membership and involvement in the Chamber will help build your reputation and connect you with potential customers, clients, vendors, and more.



MARKETING OPPORTUNITIES:

Effectively utilizing a marketing budget can be one of the greatest challenges in running a business. Glendale Chamber members can access a wide range of marketing solutions for your next advertising campaign. With a combination of digital and traditional marketing opportunities to choose from, there are valuable options for every budget.



EDUCATION

Our members have a unique advantage over their competition because of their access to timely information, workshops, and guest speakers through the Glendale Chamber. Additionally, our Leadership Glendale program can help develop professional skills and build relationships with the city's foremost business leaders.



ADVOCACY

A membership with the Glendale Chamber means always having an ally that will relentlessly fight for your best interests. As the "Voice of Business" for over 100 years, the Chamber will support business interests, keep you informed of upcoming legislation, and act as a united voice on matters that affect your bottom line.



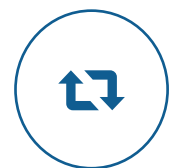
Chamber Directory

Improve your website traffic and potential customers' access to your business with a listing in our business directory.



Mixers & Events

Connect with the community and build relationship through our various networking events.



Glendale Young Professionals

The Glendale Young Professionals (GYP) program promotes an active relationship between generations in the professional community.



GLENDALE
Chamber of Commerce

Contact Us

info@glendalechamber.
com
818-240-7870

Our Chamber staff will be happy to provide additional information and pricing details.



CHAMBER MARKETING

Advertising made easy

At the **Glendale Chamber of Commerce**, we understand the importance of a successful marketing campaign. Through our advertising services, your business can reach new customers that will help your business continue to grow and thrive. **Our goal is to increase your visibility and promote healthy growth for our member businesses.**

Take advantage of our diverse range of advertising opportunities available through your Glendale Chamber of Commerce Membership. Reach out to new customers, increase the visibility of your business, and provide a boost to your sales numbers.

GROW YOUR BUSINESS

With a combination of online, print, and email marketing solutions, the Glendale Chamber has everything you need to launch a successful marketing campaign.



Connect with our e-Blast & Newsletter

Reach over 2000 fellow members of the Glendale business community with ease by advertising in our periodic e-Blast and electronic newsletter. Your advertisement will be placed next to upcoming events, Chamber news, and much more.



Quarterly Direct Mail Marketing

Provide flyer advertising as part of the Chamber's monthly mailings for a simple, efficient, and cost-effective way to advertise to as many as 1,200 members and subscribers.



Boost your SEO

Drive Internet traffic to your website or business by boosting your Search Engine Optimization through the Glendale Chamber website directory. By registering multiple listings you can drastically raise your online visibility and help potential customers find you.



Events & More

Glendale Chamber Events offer several dynamic opportunities to spotlight your business and improve your B2B marketing. Consider making a **prize donation** at a mixer, or placing your logo on our **backdrop banner**. Companies may also **sponsor special events** that can help provide exposure throughout the year.

Contact Us

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WWW.
 GLENDALECHAMBER.COM



YOUR DIGITAL MARKETING SOLUTION

DIGITAL MARKETING

With the [Glendale Chamber of Commerce](#)

eBLAST



A simple, hassle-free, and cost effective marketing tool that digitally connects you to the extensive Glendale Chamber email distribution list. All you need to do is submit an image file at least two weeks before you would like your flyer to be distributed. Your flyer will be emailed once a week for three consecutive weeks. Please contact our office or visit our website for eBlast image guidelines.

NEWSLETTER



Place an advertisement in our monthly electronic newsletter and feature your business alongside the top Chamber news, upcoming events, and community interest stories. Connect our readers directly to your website with a direct link to your business or social media with a short caption beneath the advertisement or a hotlink placed directly on the image.

DIGITAL DIRECTORY



Search engine optimization is one of the most important marketing strategies for any business' online presence. By linking your website on the Chamber's digital directory, you increase a potential customer's ability to identify, contact, and ultimately approach your business. One entry into the directory is included for every Chamber member and additional categories can be purchased for a small fee.

WHY CHOOSE US?

As an added benefit to your **Glendale Chamber of Commerce membership**, we offer direct and budget friendly marketing solutions to help businesses grow and connect to new customers.



The key to a successful marketing campaign is properly budgeting your resources to receive maximum exposure at a minimal cost. With the Chamber's digital marketing solutions, you can directly reach fellow chamber members and effectively communicate your business' message.



Your advertising dollars lose their value when they fail to reach your target demographic. By advertising with the Glendale Chamber, your business is exposed to fellow Chamber members and helps stimulate business within Glendale.

Contact Us:

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OUTREACH

MADE

SIMPLE

Traditional Marketing Solutions: Another benefit to your Glendale Chamber Membership

QUARTERLY DIRECT MAILING

Every quarter we'll mail your promotional flyers to all of the Glendale Chamber Members. You supply the printed flyers and we'll take care of the rest – labeling, sorting, postage and mailing. Members should notify the Chamber by the listed deadline preceding distribution and meet our size, color, and thickness standards. Delivery of 1,200 copies of your flyer must be received by noon of the stated deadline. Payment of \$175.00 must accompany your fliers. Please contact the Chamber staff for more information and flyer guidelines. This benefit is available to Chamber members only.

GLENDALÉ: THE GUIDE

Place an advertisement in our annual Glendale: The Guide to spotlight your business alongside the magazine's articles, features, and member directory. Available in newsstands around the city, Glendale: The Guide is the perfect publication to feature your business because of its ability to reach new residents and visitors to the city. A listing in the guide's directory is also included in your Chamber membership and serves as a valuable reference that can be retained and utilized all year round. 10,000 copies of the guide will be printed and distributed throughout the city and a digital copy will be released and made available Online on the Glendale Chamber website.

SPONSORSHIPS & BACKDROP BANNER

Feature your business at one of the events hosted by Glendale Chamber by becoming a sponsor or displaying your company logo on our backdrop banner. In addition to being featured at the event, your logo will be publicly displayed and appear in various photos posted to our website, publications, and on social media. The Chamber also hosts several special events throughout the year including the Annual Gala, Tabletop Expo, State of the City & Awards Luncheon, and many more. Our various available tiers of business sponsorship offer multiple opportunities to provide exposure for your company.



BUSINESS
OUTREACH



BUILD YOUR
BRAND



CUSTOMER
EXPOSURE



STREAMLINE
MARKETING



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Marketing



Visibility



Networking



MAKE A LASTING IMPRESSION

By making a **prize donation** for an upcoming Glendale Chamber opportunity drawing

Make your product or business the center of attention and be recognized in both the *Chamber News & Upcoming Events* e-newsletter and in-person at our monthly Chamber events. Whether you contribute a gift basket, merchandise, gift certificate, or event tickets, **making a prize donation** will help increase the visibility of your business and connect you to other Glendale Chamber Members.

Name of Prize Donor: _____

Business Name: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____ Fax: _____

Event(s) at which you would like your prize used: ☐ Mixer ☐ Other

Item(s) Donated: _____ Value of Item(s): \$ _____

_____ Value of Item(s): \$ _____

_____ Value of Item(s): \$ _____

_____ Value of Item(s): \$ _____

Will you deliver your donation to the Chamber?: ☐ Yes ☐ No

Consider a systematic plan of multiple PRIZE donations:

☐ every month OR ☐ 4 times per year OR ☐ 2 times per year



HOST A MIXER AT YOUR BUSINESS



GLENDALE
Chamber of Commerce



PROMOTE

Reach more customers and establish new relationships by putting your business at the center of attention.



NETWORK

Meet with members of the business community and build lasting alliances that can help your business succeed.



SOCIAL MEDIA

Increase your online exposure and social media presence through cross promotion with the Glendale Chamber.



MARKETING

Introduce new products, services, or marketing campaigns to some of the most active and engaged members of the community.

Complete this form to make *YOUR* reservation.

Name: _____ Have you hosted a mixer before? _____

Company: _____

Address: _____

Telephone: _____ Fax: _____

E-Mail: _____

Which month would you like to host? _____ Outdoor ☐ Indoor ☐

Is there public parking? Yes ☐ No ☐ Is valet parking available? Yes ☐ No ☐

Do you validate parking? Yes ☐ No ☐ Do you have a theme? Yes ☐ No ☐

If so, what is your theme? _____

Fax your reservation form today (818) 240.2872

Signature _____

GLENDAL CHAMBER OF COMMERCE

Mixer Hosting Guidelines



[3rd Wednesday of the month 5:30 –7:30 pm]

The Glendale Chamber of Commerce would like to extend our appreciation to you for hosting a mixer.

This partnership will provide exposure of your business facility to the community and will offer members of the Chamber the opportunity to network with other businesses in the community as well.

If you have any questions or need assistance, please feel free to contact the Chamber at any time.

We hope your experience as the “host” will be both beneficial and enjoyable.

The following guidelines will help you plan your mixer.

Host Responsibilities:

Provide one large space for approximately 75 - 85 people.

Provide convenient parking for approximately 75 vehicles. (If validation is applicable, please advise)

Supply [food](#) and [beverages](#) for 75 - 85. (Beverages to include water, soda, beer and wine. Discount warehouse stores offer great prices, ie; Costco, Smart & Final, etc.) [If a bar is part of your business](#), the Chamber will provide one free beer/wine or one free soda/water ticket for each paying member and guest. Additional beverages will be purchased at the Host's usual and customary prices. [If a bar is not part of your business](#), the Chamber will provide one free beer/wine or one free soda/water ticket for each paying member and guest. You will need to provide beer, wine, soda and water for approximately 75 - 85 guests.

The arrangement for the layout of the mixer will be a combined effort between your company and the Chamber. Please provide (4) 6' tables, or the equivalent, for registration, opportunity ticket sales, prizes, brochures, and name badges. Please also provide (2) chairs for registration.

Provide a spokesperson for the evening to provide company information to the attendees. Presentations should be five minutes or less

If you wish, you may provide entertainment (subject to advance approval).

If you wish, you may provide a “theme” for your event. (Please let the Chamber know in advance so that we may properly promote the event.)

If you wish, you may donate a prize to the Opportunity Prize Drawing. Please advise the Chamber in advance.

Chamber Responsibilities:

Promote mixers through monthly mailings, newsletter, e-blasts, etc.

The Chamber will provide all necessary personnel throughout the evening to serve in the positions of greeters, floaters, registration helpers, opportunity prize drawing helpers and MC.

****Personnel needed to bartend are also available if necessary. Please advise the Chamber in advance.**

The Chamber will provide a public address system for introductions, announcements and opportunity drawing if one is not available on the premises.

Approximately one to two weeks prior to your scheduled mixer event, a Chamber staff member will schedule a “walk-through” to help you make final arrangements for the event.

Glendale Chamber of Commerce

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