



# LOUISVILLE CHAMBER

## CONNECT MEMBERSHIP PROGRAM



\*JAN, 2025





# LOUISVILLE

## CHAMBER

**At the heart of our membership lies our commitment  
to Connect, Advocate, and Promote**

### CONNECT

Unlock meaningful networking, exclusive events, and powerful communication tools to drive connections, engage in impactful community events, and expand your reach through partnerships across Louisville and neighboring cities.

### ADVOCATE

Receive access to vital information, educational resources, and a unified voice advocating on the issues that matter most to our members at both local and state levels.

### PROMOTE

Seize countless opportunities to showcase your business within the local community and throughout Boulder County, reaching new audiences and generating valuable referrals that drive growth.

### VISION

Our vision is to inspire vibrant community engagement and empower lasting partnerships that fuel growth and opportunity.

### MISSION

To champion the economic vitality, business growth, cultural richness, and civic well-being of Louisville and its community, empowering local businesses and fostering connections that strengthen our city.



# 2025 ENGAGEMENT OPPORTUNITIES

SPONSOR / HOST / PARTICIPATE / VOLUNTEER

## SIGNATURE COMMUNITY EVENTS

- Taste of Louisville** Q2
- Pints in the Park** Q3
- Feel Good Festival** Q4
- Parade of Lights Yuletide Festivities** Q4

## CHAMBER EVENTS

- Annual Awards Ceremony** Jan 30
- Education Summit: Media, Marketing, and AI.** (Q2)
- Golf Scramble** (Q3)
- State of City/Annual Chamber Meeting** (Nov)
- Leaders Luncheons** (3 x per year)

## PARTNER CONNECTIONS

Business Beat with City of Louisville  
Education & Consultancy with Boulder  
Small Business Development Center

## NETWORKING EVENTS

Member Hosted Networking Events  
Ribbon Cutting/Business Celebrations

## MULTI-CHAMBER EVENTS

- Small Business Grant Presentation by PACE** for Food Vendors and Food Trucks Hosted by Lafayette Chamber (Spanish & English Sessions) (Feb & March)
- Broomfield & Louisville Mixer** (March)
- Summer BBQ** Superior, Lafayette, Erie, Louisville (July)
- NWCA Pickleball Tournament** Boulder, Superior, Lafayette, Erie, Louisville, Broomfield & Latin Chambers (Oct)

*Additional Multi-Chamber events announced throughout the year*

## PROMOTIONAL OPPORTUNITIES

- Discover Louisville **Podcast & Community Info.**
- Advertise **Chamber Community Guide and Directory**
- Advertise in **Printed Map**
- Participate in Restaurant Week (Superior & Louisville)**
- Participate in "Did You Know?" Industry Campaign**



# CHAMBER CONNECT MEMBERSHIP BENEFITS

Benefits available to all members

CONNECT

## POWERFUL COMMUNICATION TOOLS

Stay in the loop and grow your visibility

- Monthly Digital Newsletter “**Louisville Loop**”
- Communication from vital City Council meetings, Louisville Revitalization Commission (**LRC**), Economic Vitality Committee (**EVC**) briefings, as well as the North West Chamber Alliance (**NWCA**) and Partners for a Clean Environment (**PACE**).
- **Post jobs** via our **Workforce** Partners
- Access to **post your events**.

## NETWORKING OPPORTUNITIES THAT COUNT

Expand your connections and build relationships that drive growth:

- **Cross-Chamber Networking** events that deliver high-energy, high-impact introductions. Accessing members from **Superior, Lafayette, Erie, Boulder, Broomfield, Longmont & the Latin Chamber**.
- **After Hours Mixers** - perfect for building long-term relationships.
- Opportunity to **join** or start a new **Leads Group** designed to offer regular, focused networking and referrals

## ADVOCACY THAT ELEVATES YOUR VOICE

Ensure your business has presence and current information.

- Timely **legislative updates** directly from the advocacy committee via email or the Louisville Loop on issues that influence your business success.
- **Join** our Board of Directors, Advocacy Committee or become a Chamber Ambassador to **amplify your presence**.
- Become a leader by **participating in key committees** that shape the business community’s future.

ADVOCATE

- **Volunteer** at one of our chamber or community or Chamber events.
- Access business development and educational **resources**.
- Access support from start up to ongoing **business consultation and educational programs** with our partnership with the Boulder Small Business Development Center. (**SBDC**)
- **Access Economic Vitality Support** from our partnership with the City of Louisville.
- **Your voice amplified** at a city, regional and state level.

## PROMOTE YOUR BUSINESS WITH US

- **Community Guide /Directory Listing:** Free listing in our annual community guide distributed to Louisville residents and visitors alike. The directory listing includes a digital version, Go Guide. (Advertising Upgrades available)
- **Chamber Database Listing:** Gain visibility with a listing on our upgraded Chamber database on the LouisvilleChamber.com website
- **QR Code Marketing:** Utilize QR codes linked to the directory listing on event posters, promotional materials and Chamber business cards.
- **Chamber Tent at Community Events:** Participate in a monthly rotating presence at the Street Faire and Farmers Market.
- **Shop Local** Campaign: In partnership with the City of Louisville.

PROMOTE

- **First Friday Open House:** Showcase your products or services at our Chamber Office during our monthly open house event.
- **Promotional Opportunities:** Drop off business cards, flyers, brochures, swag, gift cards, or silent auction items to enhance your visibility within the community
- **Exclusive Discounts:** Access to member-to-member discounts.
- **Referrals:** Business referrals from Chamber and Ambassador teams.
- **Vendor Booths /Table:** Access at all key events.
- **Board Room Access:** Reserve our board room for meetings or events.
- **Present at a Board Meetings:** Take the opportunity to present your business to the Chamber’s Board of Directors.

# MEMBERSHIP SELECTION

Discover the perfect fit for your business

Select from **Chamber Connect**, **Connect Plus** or **Chamber Fellowship**

Customize your membership experience with **discounts, advertising and sponsorship** to fit your goals

## CONNECT

Annual Investment: \$360  
or \$35\* per month (\* auto debit)

*Ideal for a business building a thriving network in Louisville*

What You Get:

- **Powerful Communication Tools**
- **Networking Opportunities That Count**
- **Exclusive Member-Only Events**
- **Advocacy That Elevates Your Voice**
- **Multiple Avenues to Promote your Business**
- **Access to Sponsorship Opportunities**

## CONNECT PLUS

Annual Investment: \$450  
or \$42.50\* per month (\* auto debit)

*Ideal for a business seeking to unlock extra marketing opportunities and benefits.*

What You Get:

**All Connect benefits PLUS the following MARKETING upgrades**

- **1 Email Blast**
- **4 Social Media Posts**
- **1 Newsletter Feature/Spotlight**

## CONNECT DISCOUNTS

Reduce your membership by \$100

- Non-Profit
- A Young Business owner under 30
- Solo Entrepreneur
- Retired
- Non-business community member
- Additional Membership (Second or multiple Business)

## NEW MEMBERS

- New member announcements
- Ribbon Cutting Event
- Chamber Onboarding Session
- Ambassador Support
- Proud Member Decal

## CHAMBER FELLOWSHIP

Annual Investment: \$1,500. Perfect for businesses aiming to position their brand as a leader in promoting Louisville's growth and economic vitality.

What You Get:

- **Permanent Recognition as a Top-Tier Business** (Annual Logo on Chamber Website plus Company Logo at Chamber Office)
- **Fellowship recognition on Louisville Directory and Community Guide**
- **Discount on Directory Paid Ad** (see robust distribution plan)
- **First Choice of Sponsorship at signature events.**
- **One Booth at your Choice of Event with premiere location placement**
- **Exclusive GOLD Sponsor of the Annual Awards Ceremony**
- **Exclusive PLATINUM Sponsor for State of the City**
- **All Connect and Connect Plus Benefits**
- **Enhanced Listing on Chamber Website Listing**

### Optional Partnership Exclusive to Chamber Fellows

- Partner with a Local Non profit, aligning your brand with high-impact causes. Chamber Fellows have the opportunity to sponsor a non-profit annually for \$260 with associated marketing and recognition for their support.

**Elevated Community Recognition as a Fellowship Member**

# DISCOVER LOUISVILLE

## COMMUNITY ENGAGEMENT

- Chamber Community Guide and Directory
- Discover Louisville Podcast & E-Blast
- Discover Louisville Lobby
- Discover Louisville Printed Map

### COMMUNITY GUIDE AND DIRECTORY

All Members will be listed in the Directory

For enhanced exposure consider investing in a directory ad

13,000 Print Copies: Maximum local visibility

Digital GoGuide®: Interactive, clickable ads online

iMap Integration: Hyperlinked ads drive website traffic

Free Ad Design: Professional design worth \$1,000+.

Marketing Asset: Native ad files for future campaigns

Where Will Your Ad Be Seen?

- ✓ Direct Mail to 300+ Chamber Members
- ✓ City Quarterly Magazine & Utility Bill Inserts (8,000 +)
- ✓ Networking Events & Chamber Meetings
- ✓ Farmers Markets, Street Faire & Community Spaces
- ✓ Digital Access via QR Codes at Major Events

### DISCOVER LOUISVILLE PODCAST

Advertise in our quarterly Community What's On Guide podcast, the go-to resource for local events

Feature in our Podcast by sharing upcoming events and community focused news

### DISCOVER LOUISVILLE E-BLAST

Quarterly E-Blast on what's going on in Louisville. Our Community focused quarterly communication

### DISCOVER LOUISVILLE COMMUNITY INFORMATION CENTER

Members can drop posters, flyers and business cards to the Chamber Lobby on Main Street

### EXPAND YOUR REACH

We're on a mission to become the go-to resource for everything happening in Louisville! Our goal is to grow both our social media following and our non-member email list, connecting more people with local events, opportunities, and updates.

With over 3,000 subscribers already tuning in, and an impressive 60% open rate, we're building an engaged community that loves staying in the loop.

Join us as we continue to expand our reach and keep Louisville informed, connected, and thriving!

### STREET MAP

Advertise in our annual street map (3,000 copies) distributed to key locations and Chamber events, reaching residents & visitors.

# SPONSORSHIP & PROMOTIONAL INVESTMENT LEVELS

## TASTE OF LOUISVILLE

### Platinum/Presenting (2)

\$6,000

### Gold

\$2,000

### Silver

\$500

### Bronze

\$150/\$300\*

## PINTS IN THE PARK

### Platinum/Presenting (1)

\$5,000

### Gold

\$1,000

### Silver

\$350

### Bronze

\$75 / \$125\*

## PARADE OF LIGHTS & YULETIDE FESTIVITIES

### Platinum/Presenting (2)

\$2,000

### Gold

\$500

### Silver

\$250

### Bronze

\$100/\$200\*

## FEEL GOOD FESTIVAL

### Platinum/Presenting (2)

\$3,000

### Gold

\$750

### Silver

\$350

### Bronze

\$100/\$300\*

## ANNUAL AWARDS

### Platinum/Presenting (1)

\$2000

### Gold

Exclusive to Fellowship Level

### Welcome Drink

\$250/\$500

### Bronze

\$50

## EDUCATION SUMMIT

### Platinum/Presenting (2)

\$2000

### Gold

\$500

### Silver

\$200

### Bronze

\$150 / \$300\*

## GOLF SCRAMBLE

### Platinum/Presenting (1)

\$3000

### Gold

\$1000 Lunch or Breakfast

### Silver

N/A

### Bronze

\$275 for Fun Hole (Max 18)

## STATE OF CITY

### Platinum/Presenting

Exclusive to Fellowship Level

### Gold

\$250

### Silver

N/A

### Bronze

\$50

## COMMUNITY GUIDE & DIRECTORY

- Back Cover: \$2,000
- Inside Back Cover: \$1,750
- Inside Front Cover: \$1,750
- Inside Facing Front: \$1,750
- Full Page: \$1,250
- 1/2 Page: \$850
- 1/4 Page: \$650
- 1/8 Page: \$500

## PRINTED MAP

By Lunar Cow Publication  
From \$450

## DISCOVER LOUISVILLE PODCAST & E-BLAST

### Platinum / Presenting

\$500 (1 per Episode)

### Gold

\$175 (4 per Episode)

Series Buyouts Available

## NETWORKING EVENTS/ BUSINESS CELEBRATION

Food & Drink Cost Only



# ABOUT LOUISVILLE

Louisville, Colorado, is a vibrant community where small-town charm seamlessly blends with modern innovation. Renowned for its historic downtown, thriving local businesses, and scenic outdoor spaces, Louisville also boasts a diverse and supportive small business community. At the same time, it is a hub for cutting-edge industries and entrepreneurial growth, fueling both innovation and opportunity. With unique shops, restaurants, and services spread throughout the city, as well as parks and trails that celebrate Colorado's natural beauty, every corner of Louisville offers something extraordinary. Anchored by a strong sense of community, top-rated schools, and endless opportunities for connection and collaboration, Louisville is the perfect place to live, work, and build your business. Whether you're launching a new venture or expanding an existing one, Louisville offers an unparalleled environment for success—it's truly an exciting time to be part of this thriving and dynamic community!

## CHAMBER AND CITY PARTNER ORGANIZATIONS

Economic Vitality Team - City of Louisville  
Downtown Business Association  
Boulder Small Business Development Center

Commuting Solutions  
Boulder County Workforce  
Partners for a Clean Environment

## BUSINESS DISTRICTS

### *Supporting All of Louisville*

Historic Downtown Louisville  
Downtown East Louisville (DeLo)  
McCaslin Corridor  
South Boulder Road  
Colorado Technology Center (CTC)  
Centennial Valley

## LOUISVILLE STATS

Square miles: 7  
Residents: 20,867  
Households: 8,582  
Median age: 42.8  
Median household income: \$109,797  
Median disposable income: \$86,979

# CONTACT

Take the next step in your business journey with the  
Louisville Chamber of Commerce.

Whether you want to connect, advocate, or promote,  
we have the resources and community to help your business  
thrive!

Dear Business Community,

In 2025, we're excited to launch a fresh approach to engagement. Whether you're a current member exploring our new membership packages or a potential new member, we're here to support your journey. This year, we've invested in a dynamic framework of resources—including a new website, community guide, and podcast—to expand promotional opportunities in impactful ways.

We're also thrilled to introduce two new signature events our Feel Good Festival and Education Summit, designed in response to the Chamber's fastest-growing health and wellness sector. These events, alongside popular favorites like Taste of Louisville, will foster valuable connections and support business growth.

However, none of this is possible without your involvement. We encourage you to join a committee that interests you—the more you engage, the more value you'll gain. Together, we can grow our membership, support one another, and strengthen our community. Thank you for being a vital part of this journey. Let's make 2025 a year of remarkable collaboration and success.

Warm regards,



Gillian Millar

**CONTACT**

**GILLIAN MILLAR**

**EXECUTIVE DIRECTOR**

**DIRECTOR@LOUISVILLECHAMBER.COM**

**303 666 5747**

