

2025-2026 Membership Guide



The Elk Rapids Area Chamber of Commerce's mission is to promote community prosperity through advocacy, education, and networking



HERE'S WHAT WE DO!

300



**WE SUPPORT
300+ MEMBERS**

95



**WE RETAIN 95%
OF MEMBERSHIP**

12



**WE REPRESENT 12
AREA COMMUNITIES**

52



**WE GENERATE A
52 WEEK REGIONAL
EVENT CALENDAR**

OUR REACH IN 2024

**15,000 Chain of Lakes
Visitors Guides Distributed**



**25,000 Antrim Chain of
Lakes Maps Distributed**



3,028 Followers
152,787 Page Reach
18,953 Page Visits



Visitor Center
Thousands of Visitors Annually
Information Central

NEW Instagram Page Added



Monday Minute Newsletter
2769 E-Mail Subscribers
100+ New Subscribers in 2024



18 Farmers Market
40+ Weekly Vendors
Hundreds of Visitors

NEW Monthly Business Newsletter

181,033 E-Mails
53% Open Rate
(Industry Average 21.5%)



6 Evenings on River Street
Summer Family Fun!
Visitors from 50 States, 15 Countries

Website
101,581 Website Page Visits



4 Arts & Craft Fairs
60+ Vendors Each Show
Bringing Hundreds of Visitors

Event Calendar Hits
19,129 Event Views



19 Ribbon Cuttings
Ribbon Cuttings for
New & Expanded Businesses

5 Business After Hours
Featured Member Businesses



Business Workshops
Venture North, Social Media



Your Membership Investment

\$335 Enhanced Membership Level

Community Benefits

- Opportunity to serve on the Chamber board and committees
- ER Chamber is a member of NLEA, Northern MI Chamber Alliance, Michigan Chamber, West MI Tourist Assoc., and TC Tourism
- Membership decal to display showing community support

Promotional Benefits

- Post events, job openings, press releases, hot deals, and member-to-member promotions on the chamber website
- Your events displayed on the Chamber Digital Sign
- Share your events and news in the weekly Monday Minute Newsletter
- Opportunity to Sponsor a weekly Monday Minute Newsletter or send a dedicated email
- Receive Monthly Business Newsletter
- Brochures and business cards displayed at Visitor's Center, member referrals
- Opportunity to purchase online banner advertising on chamber website
- Social media support and following
- Multiple listings in the Annual Chain of Lakes Guidebook + Digital copy on the chamber website
- Online membership business directory listing + by category
- Opportunity to place ad in the Antrim Chain of Lakes Map
- Ribbon Cuttings for new business/expansion announcements on website, in the Monday Minute newsletter + local paper
- Members listed in "Chamber Bucks" program
- Google search ranking is boosted with business directory listing on website

Events

- Opportunity to Host a Business After Hours networking event
- Opportunity to have a booth at Evening on River Street
- Opportunity for sponsorships at Chamber events

Savings Programs

- Member discounts for Visitor Guide Ads + Educational Workshops
- Member Discount for Constant Contact Online Email Marketing
- Commercial Insurance Discount, Savings of 5-12%
- Use of Chamber second level meeting room

Non-Profits and Government receive 25% off any membership level

Your Membership Investment

\$650

Copper Level

Receive all Enhanced Level Benefits, plus

- One ticket to the Annual Meeting
- One ticket to the Golf Outing
- Sponsorship of Weekly Monday Minute Newsletter (2 weeks)

\$1200

Bronze Level

Receive all Enhanced Level Benefits, plus

- Two Tickets to the Annual Meeting
- Two Tickets to the Golf Outing
- 1/8 Page ad in the Chain of Lakes Guidebook
- Co-host of (1) Arts & Crafts Show + (1) Farmer's Market
 - Logo and name acknowledged on event marketing materials

\$1700

Silver Level

Receive all Enhanced Level Benefits, plus

- Three Tickets to the Annual Meeting
- Three Tickets to the Golf Outing
- 1/4 Page ad in the Chain of Lakes Guidebook
- Co-host of (3) Farmer's Market and (1) Evening on River Street Event
 - Logo and name acknowledged on event marketing materials
- Highlighted in Business Newsletter to members
- Always recognized in Business News as a Premier Member

\$2500

Gold Level

Receive all Enhanced Level Benefits, plus

- Four Tickets to the Annual Meeting
- Four Tickets to the Golf Outing
- 1/2 Page ad in the Chain of Lakes Guidebook
- Co-host of Golf Outing + (2) Evening on River Street Event
 - Logo and name acknowledged on event marketing materials
- Highlighted in Business News to members
- Always recognized in Business News as a Premier Member

\$4000

Platinum Level

Receive all Enhanced Level Benefits, plus

- Six Tickets to the Annual Meeting
- Six Tickets to the Golf Outing
- Full Page ad in the Chain of Lakes Guidebook
- Sponsor of Monday Minute Newsletter for (1) month
- Title Sponsor for (1) Evening on River Street event
- Co-host of Golf Outing + Annual Dinner Celebration
- Logo and name acknowledged on event marketing materials
- Highlighted in Business News to members
- Always recognized in Business News as a Premier Member

\$5000

Partner Level

Receive all Enhanced Level Benefits, plus

- Reserved Table of (8) to the Annual Dinner Celebration
- (2) Foursomes to the Golf Outing
- Premium Full Page ad in the Chain of Lakes Guidebook
- Sponsor of the Monday Minute Newsletter for (2) months
- Host of Farmer's Market and (1) Evening on River Street
- Co-host of Golf Outing + Annual Dinner Celebration
- Logo and name acknowledged on event marketing materials
- Highlighted in Business Newsletter to members
- Sponsor of Business News for 6 months
- Always recognized in Business News as a Premier Member

(All levels are customizable)