



PROMOTION & MARKETING OPPORTUNITIES

Warren Township Chamber of Commerce

Moving Business Forward in Warren Township

Phone: 732-844-0239 | www.warrenchamber.com



WARREN TOWNSHIP
CHAMBER OF COMMERCE

WHAT'S INSIDE

Let us help promote your
organization!

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WEBSITES

Chamber Website: Warrenchamber.com

The Warren Chamber website contains a wealth of information for our membership! You'll find our event calendars and registrations, member resources, discounts, a member directory as well as business resources and promotional opportunities.

We also offer our members opportunities to find new employment by allowing others to fill out a preliminary application on our website! From there we can connect and traffic interested applicants to members of our team.



YOUR EVENTS: HOW WE HELP YOU PROMOTE THEM

Part One: The Community Calendar

We're thrilled to be able to feature our member's events on our website's community calendar! Once your event is published, we will feature it on our Insight's news portal as well! Here are the steps you go through to get your event published:

- Log in to the Members Only portal using your username and password.
- Select 'submit an event' in the black box above your member name.
- Fill out the entire form and submit the event.

A Chamber representative will review your event for accuracy and appropriateness and then publish it to the calendar!

Pro tip! → When filling out your form be sure to utilize it to its full potential! We take material directly from your event description to promote your event in other spaces. The more information the better for your fellow members to read through!

Restrictions → It is important to understand things that do not qualify as an "event." Sales and marketing promotions will not be approved as an event. If you are looking for promotion for these type of activities, see our advertising section in this guide.

Part Two: Insight's News Article

Every month we publish an article featuring upcoming member events and promote it on our social spaces and in our email newsletter. It is another way we deliver news about our member's upcoming exciting events in our Warren Chamber Community! We pull this information directly from our member event calendar

Part Three: Social Media

If your business or organization is on social media then there is a good chance we will be able to cross promote! The Chamber's social media outlets are robust and we love getting the opportunity to share our member's opportunities whenever possible.

Tag us on social media! → Want us to help you promote? Tag us online! That is the fastest way to let us know you've got some news to share.

Note → We do not create independent posts for member events/promotions, but we do share your published social media content to our pages. We are happy to share your post to our Facebook pages, share your Instagram posts to our stories, and retweet your tweets.

As mentioned previously, you can tag us in your posts, or email a link to your social media post (not your website) directly to warrentownshipchamber@gmail.com

YOUR NEWS: HOW WE HELP YOU GET THE WORD OUT

We love to celebrate our member's accomplishments so much so that we've devoted an entire newsletter to it! The first newsletter every month spotlights our members' news. We also share items that make our email newsletter to our Facebook page.

Got something to share? The process to submit your accomplishments is easy!

Guidelines: News must be beyond the normal course of business. News must be one paragraph in length. Please do not submit events, new hires, new contracts, advertising, special promotions, sales, calls for sponsorships, trustees, or direct monetary donations. The Chamber reserves the right to edit or not include your submission.

Pro tip! → News that is emailed in via press release to our communication department will NOT be considered for the email newsletters. Press releases must be entered into the online form link. We'd love to be able to accommodate all areas of submission but in the interest of serving our members as best as we can, we do require it to all funnel through the official submission channels.

ADVERTISING

Advertising is a crucial tool to help build brand awareness and impact your bottom line. The Chamber offers two low-cost advertising plans as an exclusive member benefit. Our rates are designed to be affordable for any size business or organization.

Website Advertising

The Chamber's online news portal, Frederick Chamber Insights, can help put your business on the map at a very affordable rate! Rate is \$50 a month Advertising in Chamber communications is a members-only benefit. Need assistance with your ad? We have graphic design services available to you for an additional cost. Email us and we will get you in touch with one of our designers.



EVENT SPONSORSHIP

Seeking exposure? Creative ways to market your business or a way to position your company as a community leader? The Chamber provides many ways to get your business in front of local businesses and professionals.

Each year there are a variety of sponsorship opportunities that can allow your company to gain exposure in the business community. From leadership to public policy, networking to business training, Women in Business to Generation Connect, we have the perfect fit for your organization's goals and objectives!

OPPORTUNITIES

Coffee & Contacts & Coffee & Contacts 'To Go'

Held on the fourth Thursday of every month, Coffee & Contacts is an excellent way to join an early morning networking session with the community.

Event Specific Sponsorships

The Warren Township Chamber of Commerce offers a robust programming schedule throughout the year put forth by a number of committees and business leaders.



Signature Events

The Annual Holiday Walk

Every year our chamber hosts the annual Holiday Walk for the community and residents of Warren Township. In the month of December we host a parade where many of our local businesses come to celebrate the Holidays. With over 500 people and families attending, this is a great opportunity to get maximum exposure!

We host a variety of activities for the entire family such as: petting zoo, photos with Santa Claus, Christmas tree lighting, a parade with musical guests, entertainment and more! Sponsorship opportunities for this event are available online starting in the Fall.

THOUGHT LEADERSHIP OPPORTUNITIES

The Chamber has helped build a highly collaborative business community, and we are delighted to share thoughts and ideas from Warren Township's leading business leaders. If you would like to submit an article or teach a workshop on a topic you believe will have relevance for the Warren Township's business community, we warmly invite you to contact us.

Writing Opportunities

In an effort to advance the Warren Chamber's business community, we invite subject matter experts from our membership to share their insights and discuss issues that are relevant and helpful to fellow members.

Interested in submitting a thought leadership article? Follow these steps:

Content Submission Guidelines: We ask that submissions revolve around topics such as business strategy, leadership, human resources, marketing, technology, nonprofit, accounts/financial management, current trends, small business advice, entrepreneurship, business health, women's issues in the workplace and workplace wellness.



Formatting and photographs:

- Font – 12 point.
- Paragraph spacing – single-spaced.
- Alignment – Justified
- The submission should be sent in Microsoft Word.
- Photos should be high resolution (300 dpi or higher) and must be owned by the author/their company or attributed. The Chamber can select photos for you if desired.

The submission must include:

- Email subject: SUBMISSION ARTICLE: TITLE: _____
- The story's headline and applicable subheads
- Writer name(s), title, company
- Writer's phone number and email address
- A short biography and headshot of the author
- Hashtags, links, or handles for social media networking

Submission may not:

- Be a self-promotional article just for the sake of encouraging the reader to visit the author’s personal link or website
- Be a sales pitch of your product or website
- Be a review of any sort
- Contain any information that is trademarked or copyrighted without proper attribution and written permission from the author

Permission to Publish

By submitting your story, you grant the Warren Township Chamber of Commerce permission to use your story and full name as part of our ongoing blog series. We will never publicly use your email or phone number. You also agree to allow us to edit your blog for readability and appropriate content.

Content Submission Policies

- All entries are subject to review and may take up to 10 days before a response to a submission is given
- A submission does not guarantee your content will be published. The Chamber reserves the right to review and approve or reject any submission. In addition, the Chamber reserves the right to edit submissions for content and/or length for consistency and quality control purposes.
- The author of the blog is required to respond to any posted comments/queries in the comments section of the blog for 30 days after the blog is first published. The Chamber will not be required or expected to respond to blog comments.
- Authors will receive appropriate credit for content published and agree to allow the Chamber full rights to republish articles in any communications medium they wish (website, social media, newsletter, blog, etc.).



Presentation Opportunities

There are a few ways we provide opportunities for our members to share their expertise with the community.

1. Smart Business Speaker Series Presentation: The Chamber strives to provide quality programs that address the needs of our business community and invites high-caliber, experienced speakers to present relevant topics to inform and educate our small business members and stakeholders. Presentations should be in line with the Chamber’s vision and strategic goals and member feedback and are intended to be educational opportunities for business growth and development.

Proposals are accepted and reviewed throughout the year by Chamber committee. Decisions are made on an ongoing basis as the needs of the small business community are identified.

In order to be considered as a speaker the applicant must:

- Be a member in good standing with the Warren Township Chamber of Commerce
- Be an experienced trainer/facilitator and subject matter expert in proposed topic
- Be prepared to deliver a brief (5-10 minute) presentation to Chamber leadership if requested.

Submissions are accepted for consideration by emailing warrentownshipchamber@gmail.com



WE'RE HERE FOR YOU!

Got questions?

Contact:

Evan Tornquist, Chamber President

Email: Warrentownshipchamber@gmail.com

Ph: 732-844-0239

Hours:

Monday - Friday 8:00am - 4:30pm

Meeting Address:

44 Mountain Boulevard

Warren Township New Jersey 07059

Mailing Address:

Fulton Bank

C/o Warren Chamber

5211 Presidents Ct.

Frederick, MD 21703

