

# Working for You... Key Largo Chamber of Commerce



# & INVEST & CONNECT

What do you get for your membership? Over \$800 in value added benefits

## Purpose

Promote powerful community relationships to create a better place to live, work and play...

## Values

- Promote member businesses
- Help businesses grow
- Increase membership value
- Respect our environment
- Enhance the community
- Legislative voice for chamber businesses

## Mission

Enriching our island community through empowered relationships with businesses, tourists and residents....



*Legendary*  
**KEY LARGO**  
Chamber of Commerce

106000 Overseas Hwy , Key Largo FL 33037

305.451.1414 or 305.451.4747

All rates and information effective May 1, 2017

[www.keylargochamber.org](http://www.keylargochamber.org)

Website listing with link to your business and Members Only Portal where you can update weekly, add coupons, post events and job openings, \$350 value.

Four (4) marketing email blasts per year for all business memberships, \$100.00 value. Two (2) marketing email blasts per year for all non-profits, \$ 50 value.

Your business exposed with a placement in our annual visitor/relocation magazine, 50K in circulation throughout the Keys and the United States. Moreover, 8,000 copies are inserted into the Reporter/Miami Herald and delivered to homes throughout South Florida. \$400 value.

Exclusive Member to Member discounts (over 40 participating chamber members), including Office Depot discount card with up to 75% off of printing and other discounts as well. Priceless!

Up-to-date Membership mailing information.

Recognition as a new member in our monthly newsletter, The Legend, at our luncheons and on the website.

Business referrals to Visitors via phone, email, fax and walk-ins to our Visitor Center, as well as, referrals to local and state business owners, and also residents throughout the Florida Keys community and Homestead, Florida.

Networking opportunities such as Members in Motion, Cocktails and Conversations, Ribbon Cuttings, Block Parties, Welcome Center Expo and more.

Usage of our conference room or an office during regular business hours (no reservations between 11:00 AM - 2:00 PM).

Presence at the Tourist Development Council and District Advisory Committee meetings. Representation at the Keys Federation of Chambers, Board of County Commissioners , State and Federal legislation.

We use social media for marketing communications, public relations and member/residents engagement. Specifically, we use these medias to promote our members, promote the Chamber's events, programs and advocacy; give an insider peek into the Chamber; ask for feedback or interaction; share news about your business as part of your membership.

Looking for heightening awareness of your business and enhancing your public profile? Get involved with our committees to build connections, raise your professional profile and affect community change. Take action and become a part of our Marketing & Special Events Committees, Membership/Ambassadors Committee, Education/Workforce or Public Affairs Committee.



# *Legendary* **KEY LARGO** Chamber of Commerce

The Key Largo Chamber of Commerce offers a menu of marketing opportunities, let us help you to choose what works best for your business...

# **Marketing Opportunities**

**Now offering better options and lower priced advertising rates**

## **Website**

Home Page: \$200 per month for six months or \$150 per month for the year.

Where to Stay or What to do pages: \$150 per month for six months or \$100 per month for the year.

All other pages \$90 per month for six months or \$70 per month for the year.

Artwork should be submitted ready to go online. Banner: 468x60 pixels; Skyscraper : 147x354 pixels. Format should be JPEG, GIF or Animated GIF All ads must be approved in advance by the Key Largo Chamber of Commerce.

## **Premium Listings**

The chamber offers members the opportunity to improve their position on the chamber's website. Premium listings appear in alphabetical order at the top of each category. The business name is highlighted in a blue box. *Premium listings rotate daily.*

Advertiser supplies: Thumbnail photo and logo, 200 x150 pixels and Text (max 250 characters and spaces describing the business) Cost \$ 250 for the year, second listing \$ 150 for a second category.

## **Legend**

The Legend is the Key Largo Chamber's monthly newsletter, posted on the Chamber's website and viewed on average over four thousand times per month. Hard copies are mailed to those members that have requested it and we also email it to our members as well. Advertising deadline is the 15th of the month....

Ad Size: Frequency per year	1 x	3 x	6 x	12 x
Full Page 7.5 w x 10 h	\$125	\$330	\$600	\$960
Half Page 7.5 w x 5 h	\$75	\$195	\$330	\$540
Quarter Page 3.75 w x 5 h	\$50	\$120	\$180	\$300

**Half Page Back Cover \$ 850 ~ 12 month placement**

## **Destination Key Largo Magazine**

Exclusive placement for all Key Largo Chamber members in good standing. Additional advertising space available, contact us for the rate sheet 305.451.1414.

50K printed and distributed \* Expanded event calendar and editorial content \* Full color map of Key Largo \* Listing of all current Chamber members \* Distribution through world-wide mail, 8,000 copies inserted into The Reporter (Miami Herald), throughout Florida and in over 25 locations including the Chamber Visitor Center.

## **E- Blast - catch the attention of hundreds....**

Send Special e-blast notices to over 600 Chamber members, plus their associates and VIPs on the Chamber events email account. As a Chamber business member you receive four (4) "FREE" blasts per year, non-profits receive two (2) "FREE" per year, then after that the cost is only \$25 per email blast... You provide the content, artwork and subject line.

## **Social Media Packages**

**Package One:** We can now offer you social media blasts for \$50 per month, that will include a total of 4 posts per week on the Chamber of Commerce Facebook each week. You can also pay for a year of the social media blast for a total of \$500 for the year. \$50/ per month x 12months = \$600 or pay in advance for \$500 = Total Savings \$ 100

**Package Two:** For members who do not have social media with their business. You pay \$500 for the year and that includes setup and design and manage/post to your companies Facebook page 4 x per week. If you would like to add our social media package one, it will be an extra \$300 for the year (Savings of \$ 200 per year). Social Media package two: Total \$500, add package one for an extra \$300= Total for both \$ 800 = \$ 200 saving for the year.

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All rates and information effective April 2017— Pricing and Packages subject to changes without notice



# Visitor Center Opportunities

The Key Largo Chamber of Commerce offers tremendous discounts to our Chamber members in our "Florida Keys Visitors Center". The Visitor Center is open to all businesses, however Chamber Members receive fantastic deals and more

## Displays & Rack Cards

Priority for admission is given to Key Largo Chamber members and all tourist – oriented businesses that have demonstrated an ability to provide the highest level of service to people visiting Key Largo and the Florida Keys. Membership in the Key Largo Chamber is not required, however, Chamber members receive exclusive marketing packages and tremendous discounts...

### Photo Mural ~ Rack Cards ~ Brochure Space

Package One: Includes one 24" x 36" photo (advertiser provides), adjacent wall mounted brochure rack, rack card space in multiple display racks, reservation calling assistance for our guests and three slides (3) on Chamber Vision (wall mounted 65" monitor) The cost per year is \$2000 non-chamber member ~ \$1600 chamber members

Package Two: Includes one 20" x 24" photo (advertiser provides), adjacent wall mounted brochure rack, rack card space in multiple display racks, reservation calling assistance for our guests and three slides (3) on Chamber Vision (wall mounted 65" monitor) The cost per year is \$1600 non-chamber member ~ \$1300 chamber members

Package Three: One standard rack card space in specified display rack. Annual cost \$450 non-chamber members ~ \$250 chamber members.

Package Four: Includes one floor dispenser rack no taller than 36" nor shorter than 33" to be supplied to the Chamber along with appropriate sized publications. The annual cost is \$2300 non-chamber members ~ chamber members \$1840

Package Five: Includes one 20" x 24" photo (advertiser provides), adjacent wall mounted brochure rack, rack card space in multiple display racks, reservation calling assistance for our guests. The cost per year is \$1200 non-chamber member ~ \$960 chamber members

Package Six: Includes one 24" x 36" photo (advertiser provides), adjacent wall mounted brochure rack, rack card space in multiple display racks, reservation calling assistance for our guests. The cost per year is \$1600 non-chamber member ~ \$1280 chamber members

*\* All Visitor Center Package Fees are subject to 7.5% sales tax . All artwork and rack cards must be approved by the Key Largo Chamber of Commerce.*

### Brochure Distribution Service

Chamber members provide the rack cards and the Key Largo Chamber will place them in 22 brochure racks at businesses around Key Largo. This is a Key Largo Chamber member exclusive program.

The cost is only \$350 for six months or \$600 for the entire year. Special Events are welcomed, \$100 per month in 10 locations.

### Chamber Vision

The custom-branded chamber member only marketing is an ultra-local digital media platform available for promotion of your business at our high-trafficked Visitor Welcome Center.

ChamberVision is on one of three 65" flat screen monitors which will display original still image content advertisements of YOUR business!

6 Months: \$ 300.00 ~ 12 Months \$ 500.00

### Wall Exhibit Space

Six square feet of blank wall space as background and 6' display table with wall mounted rack card space. Great to promote services, events or products; display posters, maps, pictures or other information. The annual cost is \$5000 non-members ~ \$3900 chamber members

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305.451.1414

All rates and information effective April 2017

# Key Largo Chamber Trustee Program... Building Our Community Together!



This premier membership category is designed to meet the Chamber's short and longer term financial needs by supporting current operations while building resources for the future. One result is that Chamber staff and volunteer efforts can be devoted to a broader range of programs that make a real difference to our members and the community!

The impact of our Trustees' support and vision can be seen in all that we do. In recognition of their important contribution to the Chamber, Trustees receive visibility throughout the year in an array of sponsorships, programs and services.

For further information on the Key Largo Chamber Trustee program contact us at 305.451.1414 or email [pesident@keylargochamber.org](mailto:pesident@keylargochamber.org)



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September 2017  
[www.keylargochamber.org](http://www.keylargochamber.org)

## Benefits

### Angel Fish \$ 5000

Table of 10 at the Chairman's Gala	\$ 650
Chamber Website page with logo link	\$ 960
Business logo on home page of chamber website	\$ 600
Two premium listings on website	\$ 475
Run-of-site banner on website	\$ 1,920
Angel Fish Level Chamber partner plaque on wall of fame, inside visitor center	\$ 1,000
Logo recognition on the cover of the membership directory (welcome packages & online)	\$ 50
Logo recognition in the annual visitor and newcomer guide	\$ 475
Mailing labels 4 times a year	\$ 100
Monthly meetings luncheon for 4	\$ 960
Ask a local (business card display)	\$ 620
12, full-page, full color ads in the Legend	\$ 960
Dues for 12 months up to	\$500
Recognition 1 year online monthly calendar	\$ 300
Business shown on chamber vision 1 year	\$ 500

**Total value \$ 10, 520**

### Tarpon \$ 2,500

Six tickets to the Chairman's Gala	\$390
Business logo on home page of chamber website	\$600
One premium listings on website	\$250
Tarpon Level Chamber partner plaque on wall of fame, inside visitor center	\$500
Logo recognition on the cover of membership directory (welcome packages & online)	\$500
Logo recognition in the annual visitor and newcomer guide	\$475
Mailing labels 2 times a year	\$50
Monthly meetings luncheon for 2	\$480
12, 1/2 page full color ads in the Legend	\$540
Dues for 12 months up to	\$500
Recognition 1 year online monthly calendar	\$ 300

**Total Value \$ 4585**

### Parrotfish \$1,500

Two Tickets to the Chairman's Gala	\$130
Business logo on home page of chamber website	\$600
Parrotfish Level Chamber partner plaque on wall of fame, inside visitor center	\$250
Logo recognition on the cover of membership directory (welcome packages & online)	\$500
Logo recognition in the annual visitor and newcomer guide	\$475
Monthly meetings luncheon for one	\$240
Dues for 12 months up to	\$500
Recognition 1 year online monthly calendar	\$300

**Total Value \$ 2995**





# Legendary Key Largo Chamber of Commerce

106000 Overseas Highway • Key Largo • Florida • 33037 • 305/451-1414

Toll Free 800/822-1088 • FAX 305/451-4726

## Membership Application

Company: \_\_\_\_\_

Company representative: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing address: \_\_\_\_\_ City, State Zip \_\_\_\_\_

Business location: \_\_\_\_\_ City, state and zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail address: \_\_\_\_\_ Website: \_\_\_\_\_

Facebook: \_\_\_\_\_ Business Category (first choice): \_\_\_\_\_ Second choice): \_\_\_\_\_

Referred by: \_\_\_\_\_ Sponsored by: \_\_\_\_\_

**Membership Dues** – All business memberships receive four (4) “FREE” email blasts per year, **value of \$100** of chamber marketing. Non-Profits receive two (2) “FREE” blasts per year, **a value of \$50** of chamber marketing. Membership in the Key Largo Chamber includes placement on our website (**\$350 value**) with the ability to market your business and links to your website and social media. As members you will also receive referrals, listing in our new visitor guide/relocation magazine (**value \$400**) 50K printed and distributed throughout the Keys, South Florida and the U.S., as well as 8000 copies inserted into the Reporter. Moreover, the Key Largo Chamber of Commerce uses social media for marketing communications, public relations and member engagement purposes. Specifically, we use these media to promote our members, promote the chamber's events, programs and advocacy; give an insider peek into the Chamber; ask for feedback or interaction from networks; or share news and your business will be part of this membership. Chamber members receive member to member discounts, along with discounts for additional advertising in the Key Largo Chamber Welcome Center!

1 - 10	Business Employees	\$ 280	Angelfish Trustee	\$ 5,000	Number of employee's	_____
11- 25	Business Employees	\$ 390	Tarpon Trustee	\$ 2,500		
26 +	Business Employees	\$ 500	Parrotfish Trustee	\$ 1,500	One-time processing fee	\$ 35.00
Non-Profit		\$ 125	(processing fee waived)		Membership paid	\$ _____
Social/Retired Citizen		\$ 60				
						Total: _____

Make checks payable to the Key Largo Chamber of Commerce, or for credit card payments, fill in the following information:

American Express \_\_\_\_\_ MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ Discover \_\_\_\_\_ Check \_\_\_\_\_ Cash \_\_\_\_\_

Credit card number: \_\_\_\_\_ Security Code \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_

(Billing address must match credit card information on file with your provider)

*Please include a copy of your Monroe County occupational license with this application. If not located in Monroe County, please include occupational license of the city/county the business is registered in. Note: Your membership dues support the activities of the Chamber and are non-refundable. The Chamber serves as an advocacy organization for business purposes. It is not a charitable organization. For more information or further details contact [visitorcenter@keylargochamber.org](mailto:visitorcenter@keylargochamber.org) or call 305-451-1414.*

**Mission statement of the Key Largo Chamber of Commerce**

***Creating a vibrant business and community environment***

[www.keylargochamber.org](http://www.keylargochamber.org)



# Legendary Key Largo Chamber of Commerce

106000 Overseas Highway • Key Largo • Florida • 33037 • 305/451-1414

Toll Free 800/822-1088 • FAX 305/451-4726

## Welcome/Visitors Center Application

Company: \_\_\_\_\_

Company representative: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing address: \_\_\_\_\_ City, State Zip \_\_\_\_\_

Business Location if different than mailing address: \_\_\_\_\_ City, State Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ FAX: \_\_\_\_\_

E-mail address: \_\_\_\_\_ Referred by: \_\_\_\_\_

Priority for admission to the Florida Keys Welcome/Visitor Center of the Key Largo Chamber of Commerce (Center) will be given to tourist-oriented businesses that provide a high quality level of service to people visiting the Keys. Examples of appropriate businesses include hotels, motels, guest houses, campgrounds, water sports and recreation-oriented businesses, attractions, restaurants, shopping and gift shops.

All applications for membership in the Florida Keys Welcome/Visitor Center must be accompanied by the appropriate fees and a sample of the brochure to be displayed (not to exceed 4" x 9" or a single copy in the case of visitor guide type magazines). Applications received without fees will not be considered. Checks should be made payable to the Key Largo Chamber of Commerce.

Applications for wall displays must be accompanied by 2160 w x 1214 h – 300 dpi or better jpeg slide for Chamber Vision along with wall display mounted onto 1/2 inch foam core. The Chamber and the Center reserve the right to reject slides on the basis of technical quality or taste.

## Welcome Center Member Only

Package	Fee	Tax	Total
P1	\$2000.00	\$150.00	\$2150.00
P2	\$1600.00	\$120.00	\$1720.00
P3	\$450.00	\$33.75	\$483.75
P4	\$2300.00	172.50	\$2472.50
P5	\$1200.00	90.00	\$1290.00
P6	\$1600.00	\$120.00	\$1720.00
Wall Exhibit	\$5000.00	\$375.00	\$5375.00



## Chamber Member Discount

Package	Fee	Tax	Total
P1	\$1600.00	\$120.00	\$1720.00
P2	\$1300.00	\$97.50	\$1397.50
P3	\$250.00	\$18.75	\$268.75
P4	\$1840.00	\$138.00	\$1978.00
P5	\$960.00	\$72.00	\$1032.00
P6	\$1280.00	\$96.00	\$1376.00
Wall Exhibit	\$3900.00	\$292.50	\$4192.50

Package # \_\_\_\_\_ Total Cost \_\_\_\_\_ Contract Start Date \_\_\_\_\_

Make checks payable to the Key Largo Chamber of Commerce, or for credit card payments, fill in the following information:

American Express \_\_\_\_\_ MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ Discover \_\_\_\_\_ Check \_\_\_\_\_ (check # \_\_\_\_\_) Cash \_\_\_\_\_

Credit card number: \_\_\_\_\_ Security Code \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_

(Billing address must match credit card information on file with your provider)

**Mission statement of the Key Largo Chamber of Commerce—Creating a vibrant business and community environment**

Sold by: \_\_\_\_\_