

FREDERICK COUNTY CHAMBER OF COMMERCE

PROMOTION & MARKETING OPPORTUNITIES

Available to Chamber Members



**FREDERICK COUNTY
CHAMBER OF COMMERCE**

Moving Business Forward

LET'S GET STARTED!

HOW TO USE THIS GUIDE

Through your membership, you will have the opportunity to build relationships, engage with powerful networks, influence community advancement priorities, pursue your personal development goals and access exclusive resources.

But that's not all! We work to provide you with numerous opportunities for promotion as well! Unsure of how to take advantage of those? This **interactive document** provides an overview to help you take full advantage of all the opportunities the Chamber offers to enhance and expand your organization's reach!



SHARE WITH YOUR TEAM

Everyone who works at your organization becomes a member when you join! This means everyone can use Chamber services, attend events and seminars as well as serve on committees and participate in savings programs!

We suggest sharing this guide with any marketing professionals in your organization.



CLICK ON HYPERLINKS

Whenever possible, we've included hyperlinks to information and resources that can be found online. If something is underlined, there is a good chance it is linked somewhere for further information.

Resource links will include web pages, videos, documents, etc.

The page features a decorative border on the left side composed of various colored triangles (dark blue, light blue, orange, teal, yellow) and several photographs of people. The photos show individuals in professional settings, including a woman and a man smiling, a group of people at a bar, and a man and woman with name tags.

Let us help promote your organization!

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OUR TOOLS

AND HOW WE USE THEM!

Weekly Email Newsletter

Our weekly email newsletters are the backbone of our member communication! Each week we bring you a variety of updates such as Chamber initiatives, legislative and community news, events, programs, thought leadership articles as well as member news and events.

Weekly Newsletter

Three to four issues, depending on the month, devoted to a variety of updates and all things Chamber related. Released every Tuesday at 10 AM.

Member Newsletter

An issue devoted to YOU! Released the first Tuesday of every month at 10 AM. Highlights include member news, events and more!

Newsletter Restrictions

As part of an ongoing commitment to our membership we do not allow the purchase of email addresses or send out promotional solicitations via Chamber channels. However, opportunities do exist for advertorial purchases within our newsletters. See the advertising section of this guide for details.

Newsletter Sign Up

It is important to note, all employees of a member business are not automatically signed up to receive the newsletters. We encourage all Chamber members to sign up themselves and anyone in their organization they feel should be well informed on Chamber happenings!



**Scan or click to
sign up!**



OUR TOOLS AND HOW WE USE THEM!



Websites

yes, there are two!

Chamber Website - FrederickChamber.org

The 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.

Chamber Online News Magazine - [Frederick Chamber Insights](http://FrederickChamberInsights)

Frederick Chamber Insights is an online news portal devoted to promoting our members and business in Frederick County, Maryland. We feature member businesses in our region, economic development news, coverage of important issues and topics, advice for working smarter, Chamber news and much more!

Social Media Channels

We treat our social media channels like news outlets as well as an opportunity to connect with and promote our amazing membership.

Facebook: [Chamber of Commerce | Support Local Frederick](#)

Instagram: [@FredCoChamber](#)

LinkedIn: [Frederick County Chamber of Commerce](#)

Twitter: [@FredCoChamber](#)



Use the hashtag

#FrederickChamber



YOUR EVENTS

AND HOW WE PROMOTE THEM!

The Community Calendar

We're thrilled to be able to feature our member's events on our dedicated community calendar! Once your event is published, we will feature it on our monthly Member Newsletter.

How to publish an event to the calendar

- Log in to the [Members Only portal](#) using your username and password.
 - If you need help locating that, contact our member services manager, Debbie at dstreeton@frederickchamber.org
- Select the dropdown menu "other resources"
- Select "submit an event"
- 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!

Calendar 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!

Calendar 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.

Email Newsletter

Every month we publish a member focused newsletter featuring upcoming member events. It is another way we deliver news about our member's upcoming events to the Frederick community! We pull this information directly from our member event calendar so be sure to fill out your event information with this in mind.

SOCIAL MEDIA AND HOW WE USE IT!

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!

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. Or email a link to your social media post (not your website) directly to Shelby Maly, Marketing & Communications Specialist, at smaly@frederickchamber.org for consideration.

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 stories, share your Instagram posts to our stories, and retweet your tweets.



SOCIAL MEDIA

AND HOW WE USE IT!

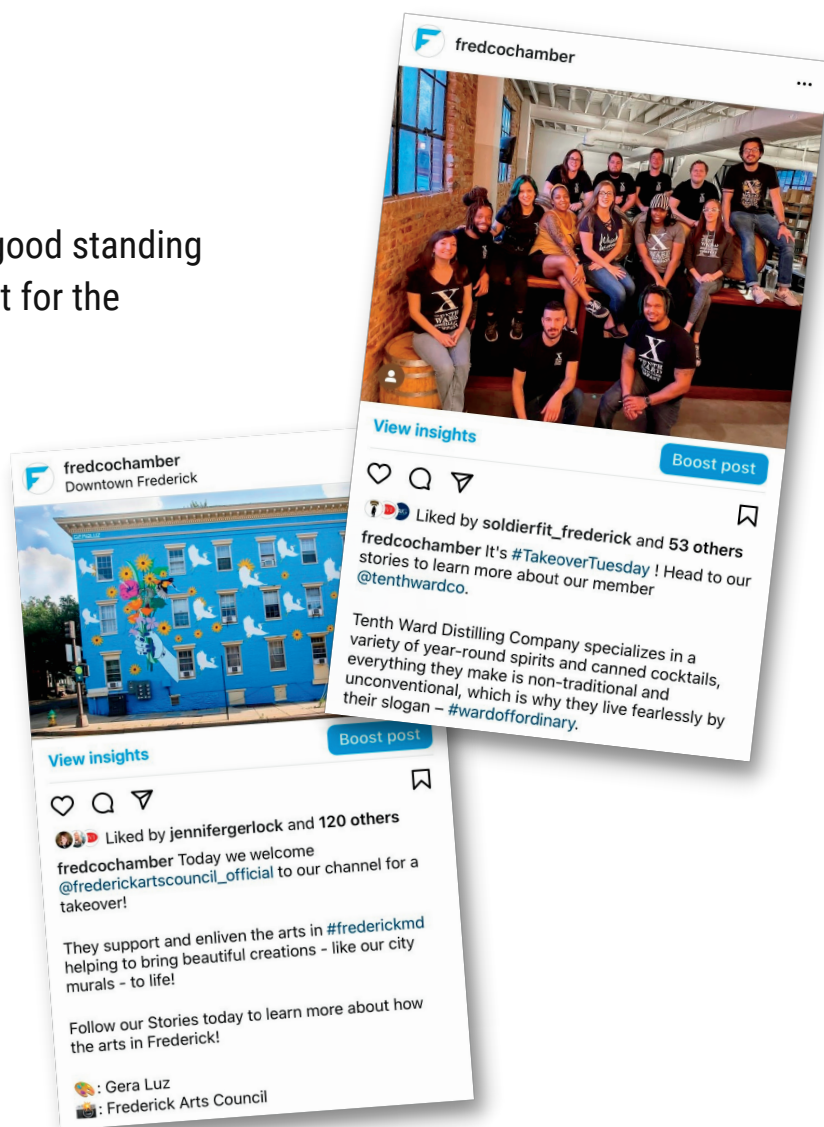
Instagram Takeovers

We'd love for you and your business or organization to be featured on our Instagram channel (@fredcochamber) via this member-only benefit! The purpose of Instagram takeovers is to allow members with active Instagram accounts the opportunity to engage the audience of the Frederick County Chamber of Commerce by sharing their content on the Chamber's Instagram page and stories for a day (every Tuesday). Members will also be given a blog post interview. We also seek to simultaneously engage our members' audiences through this partnership.

Eligibility

- Must be a member of the Chamber in good standing
- Must have an active Instagram account for the business or organization
- Active account consists of:
 - At least 250 followers
 - Weekly posts
 - Utilizes stories

Scan or click to fill out an interest form!



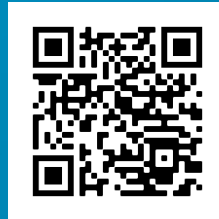
MEMBER NEWSLETTER

AN ISSUE DEVOTED TO YOU!

Member News

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.

Scan or click to
submit your news!



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.

Note

News that is emailed via press release to our communication department will NOT be considered for the email newsletters. 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.

Member of the Month

Each month, we recognize a member of the Chamber to highlight their business or organizations mission, vision, accomplishments, and more. Being a member of the Chamber has lots of benefits, which is why we like to highlight one member each month, just as a reminder of how amazing all of our members are! The recognized member will receive a social media post, [a blog post](#), and recognition in the Member Newsletter. Opportunities to be Member of the Month will be announced in the newsletter, so keep your eye out if you are interested!

ADVERTISING

AND HOW IT CAN BENEFIT YOU!

Advertising is a crucial tool to help build brand awareness and impact your bottom line. The Chamber offers a few low-cost advertising options as an exclusive member benefit. Our rates are designed to be affordable for any size business or organization. Advertising in Chamber communications is a members-only benefit and the ad spaces do fill quickly.

Contact Shelby Maly, Marketing & Communication Specialist, at smaly@frederickchamber.org for more information or to secure your ads.

E-News Advertising

The Chamber's weekly e-newsletter, sent every Tuesday, allows your ad to land in more than 4,000 inboxes of active business and community members.

- **Advertorial:** \$150 per ad per week (maximum two available ads per newsletter)
 - Ad Size: 1280 px x 420 px
- **Advertorial with Facebook companion post:** \$175 (maximum two available ads per newsletter)
 - Ad Size: 1280 px x 420 px
- **Advertising Block:** \$50 per week (artwork supplied) or \$75 artwork designed by Chamber (maximum two available per newsletter)
 - Ad Size: 1080 px x 1920 px



ADVERTISING

AND HOW IT CAN BENEFIT YOU!



Scan or click to download the advertising form

Website Advertising [FrederickChamberInsights.com]

The Chamber's online news portal, Frederick Chamber Insights, can help put your business on the map at a very affordable rate!

- **Advertising Banner:** \$100 per month (maximum two available)
 - Ad Size: 728 px x 90 px
- **Advertising Box:** \$100 per month (maximum one available)
 - Ad Size: 340px x 340px

E-News advertising block example



All Things Music & Dance Company
Frederick's Premier Collective for Instruction in the Arts

ATM & D Co

FALL 2022 Enrollments NOW OPEN

Dance and Music Lessons Group and Private Classes
Children and Adult All Levels
Competitive Dance Company Beginning to Advanced

Come See Us at our NEW Studio!

Intro to Dance Ballet & Pointe Jazz Tap Contemporary
5702 Industry Lane Suite 104 Frederick MD 21704 301.542.2515
Modern Hip Hop Lyrical Musical Theatre Dance Team

Follow Us @allthingsmusicanddanceco

www.allthingsmusicanddance.com info@allthingsmusicanddance.com

Website Advertising banner example



THE COLLEGE OF BUSINESS
WORKING PROFESSIONAL • CERTIFICATE PROGRAM

Learn More **ONLINE CLASSES**

- ✓ Small Business Management
- ✓ Manufacturing Leadership
- ✓ Non-Profit Leadership
- ✓ Retail Management

FROSTBURG STATE UNIVERSITY



E-News Advertorial example

A Hood College and Frederick National Laboratory for Cancer Research Symposium

ARTIFICIAL INTELLIGENCE IN CANCER RESEARCH AND CLINICAL CARE: TURNING PROMISE INTO REALITY

SEPT. 20-22 | AT HOOD COLLEGE

Public Lecture with Keith Yamamoto, Ph.D.

[ADVERTORIAL] Artificial Intelligence holds tremendous promise for unprecedented progress in understanding cancer biology, developing treatments and improving the lives of cancer patients everywhere. The challenge is to realize this potential throughout all patient populations—ethically, equitably and responsibly.

This symposium brings together experts from across North America to discuss the latest applications of AI in cancer research and clinical care, while providing insights on the path forward to unlock the future of AI. Key topics include addressing health disparities, ethical use of AI, patient digital twins, clinical adoption and confronting bias in AI. The symposium will open Tuesday evening with a public lecture. Scientific sessions will begin the following morning and continue through mid-day Thursday.

Keynote Speaker | Free and all are welcome!
Keith Yamamoto, Ph.D.
Special Advisor to the Chancellor
for Science Policy and Strategy University of California, San Francisco

Cancer researchers, please view the full symposium agenda and register today at hood.edu/fnl_ai. You don't want to miss this!

LEARN MORE



SPONSORSHIP AND HOW TO GET INVOLVED!

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!

Ready to Sponsor?

Contact our Member Services Manager, Debbie Streeton at dstreeton@frederickchamber.org for more information.

SPONSORSHIP

AND HOW TO GET INVOLVED!

Monthly Recurring Event Sponsorship

Coffee & Contacts / Coffee & Contacts To Go

Coffee and Contacts is a small, members-only, morning networking event for our early risers. They typically take place on the first Friday of the month from 7:30 a.m. to 9:30 AM and can be hosted at the Chamber office or at a member business location.

Business Card Exchange

Business Card Exchanges are one of our highest attended events and bring together members from all across the professional spectrum! They typically take place on the third Wednesday of the month either from 4:30 p.m. to 6:30 p.m. OR 5:00 p.m. to 7:00 p.m.

Lunch Exchange

Lunch Exchanges provide an opportunity for business professionals to gather at a Chamber member's restaurant or venue to enjoy great food, a fun atmosphere, and "speed networking" at its finest. It's a great, fast paced opportunity to meet other professionals that are looking to make new connections.



SPONSORSHIP

AND HOW TO GET INVOLVED!

Event Specific Sponsorships

We offer a robust programming schedule throughout the year put forth by a number of committees and business leaders. Opportunities exist to sponsor events from Women in Business, Generation Connect, Frederick Nonprofit Alliance, Leadership Frederick County, Business Equity Coalition and more!

Sponsor Levels & Benefits

Each level of sponsorship offers a variety of benefits.

- \$350 - Impact Partner Level
- \$200 - Advocate Partner Level
- \$100 - Community Partner Level

Larger sponsorship opportunities exist for specific events including S.H.E. Week. Contact us at info@frederickchamber.org to learn more.



**Scan or click to
find out more on
levels & benefits**





THOUGHT LEADERSHIP OPPORTUNITIES

Frederick County has a deep pool of knowledge and corporate know-how within our own ranks. Our members run the gamut from innovative start-ups focused on groundbreaking new technology, to those long-established businesses whose operations receive accolades for exemplary best practices. Our talent pool boasts a collective knowledge base that rivals anywhere in the region.

The Chamber has helped build a highly collaborative business community, and we are delighted to share thoughts and ideas from Frederick County'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 greater Frederick business community, we warmly invite you to [contact us](#).

Ready to add your expertise to Thought Leadership?

Contact us at editor@frederickchamber.org to learn more

THOUGHT LEADERSHIP OPPORTUNITIES

Writing Opportunities

In an effort to advance the Frederick County 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.

Content 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. To discuss a topic idea outside those listed, please contact Jennifer Gerlock, Vice President of Marketing and Communication at jgerlock@frederickchamber.org.

Content 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

Examples of member articles currently featured on Insights include:

How to Ask a Parent to Step Down from the Family Business by DeLeon & Stang

3 Times Not to Call a Lawyer by David J. Kaminow, Inman Kaminow, P.C.

The Business Case for Employee Mental Health and Well-Being by Trauma Response Frederick

THOUGHT LEADERSHIP OPPORTUNITIES

Presentation Opportunities

Skill Building Workshops

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 the department staff. 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 Frederick County 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

Committee Programming

The Chamber has multiple active committees that are committed to providing programming to Chamber members throughout the year. As part of this process, Chamber members may get asked to speak as a subject matter expert on certain topics at the request of committee leadership.

Independently

Members are always welcome to utilize the Chamber's facilities to conduct their own programs. Our conference room facility is available for rental and can be secured by contacting us at info@frederickchamber.org. In this instance the member is responsible for promotion and registrations of their independent program.

FREE MEDIA RELATIONS & VIDEO SERVICES

Media Relations

PR Frederick is a complimentary service that allows businesses to distribute press releases that could be picked up by all the major search engines, thousands of news sites regionally, nationally and abroad and directly to 30,000+ journalists and bloggers with a potential viewership of 3.7 million visitors. As a Chamber member, you have access to this highly sought out service through our partnership with the City of Frederick Department of Economic Development and the Frederick County Office of Economic Development.

Get started here → discoverfrederickmd.com/prfrederick

Business Marketing Pitch Video Services

Are you a business looking to raise investment capital? Or perhaps a nonprofit or small business wanting to get your marketing message online? The Business Pitch Room at ROOT is a state-of-the-art video studio with the latest technology that allows Frederick County businesses to have their business pitch video taped by professional audio/visual staff.

This service is available to Chamber members located in Frederick County free of charge! This service is available on the fourth Wednesday of every month. Video taping hours are from 9am – noon. The average video message runs about three minutes and takes approximately 20 minutes to record from start to finish. Interested in taking advantage of the opportunity?

Get started here → discoverfrederickmd.com/scheduleapitch

WE'RE HERE FOR YOU!

Contact:

Jennifer Gerlock, VP of Marketing & Communication

jgerlock@frederickchamber.org

Shelby Maly, Marketing & Communication Specialist

smaly@frederickchamber.org