



The Glen Lake Chamber of Commerce is a 501(c)6 organization dedicated to representing the greater Glen Lake region by being a popular online resource for both visitors and residents alike. Our Officers and Board Members are made up of passionate local business owners who care deeply about fostering growth and preservation in our beautiful community. Plus, the Glen Lake Chamber is able to add value to membership through additional marketing opportunities.

CHAMBER INITIATIVES & COMMUNITY EVENTS

Becoming a Chamber Member or Sponsor not only supports the marketing of this beautiful area, but allows us to participate in various community events and endeavors, such as:

- Continual management of visitglenarbor.com
- Monthly email newsletters for a Membership list & an Area Subscribers list
- Area Jobs, Special Offers & Rates, Plan Your Up North Wedding web listings
- Glen Lake Restaurant Week
- 4th of July parade support
- Sidewalk Sales (currently Labor Day weekend)
- SHOPtober
- Glen Arbor Pumpkin Fest
- Trick or Treating/Halloween in Glen Arbor
- Tree Lighting/Caroling ceremony
- Glen Arbor Holiday Marketplace
- Walking Map of Glen Arbor: design, printing costs & distribution; also viewable online
- 4 in-town wayfinder with updated Walking Maps
- Stocking businesses brochures in the Glen Arbor Garden (behind Art's Tavern)
- Flowers planted in town and kept throughout Spring, Summer & Fall in coordination with The Garden Club & the Township of Glen Arbor



MARKETING BENEFITS

The Glen Lake Chamber's strong online presence allows our organization to successfully reach people visiting the area. We are committed to sharing current and accurate information about our members, businesses, the area, through regular website maintenance, social media sharing and by sending monthly email newsletters. As a part of your membership, your business will be seen on visitglenarbor.com

For current online stats, see our [2020 Marketing Report](#).

ADVERTISING OPPORTUNITIES

HOMEPAGE ADS

visitglenarbor.com gets viewed by hundreds of people daily – year-round. It remains a primary online resource for travelers planning their trip to the Sleeping Bear Dunes, Glen Arbor and the surrounding area. Advertising in the “Featured Members” area on the homepage allows you to be seen right away.

- Available to Chamber Members only
- April thru October | Rate \$175.00/month (Maximum 2 months during this period in a year)
- November thru March at a rate \$100.00/mo. No maximum during this period.
- Up to 6 members can be featured at any one time.

EMAIL NEWSLETTERS

Place an Ad in our Emails with your desired Ad Graphic + your name and website link. Your ad will be included into BOTH emails that get sent out to each of our two lists. We accept up to 3 “Sponsors” for each newsletter.

Ad space is \$100 per Ad/per month, which gets you into both emails that month. Months, especially Spring – Fall book out quickly. Reserve your space ahead of time. Request the month(s) you want to place an Ad in by [emailing Larry](#), our Treasurer. He will reply with



confirmation of your Ad placement and an invoice. Inquire about your AD DESIGN by [emailing Raquel](#), our Marketing Coordinator.

SPECIAL OFFERS & RATES

(...not just for places to stay!)

Offer your seasonal specials, from services to meals, great rates on bookings and more. [View the page](#) and email us your special! Benefit from our social media exposure, as we post about offers on this page year round. The most recent offer gets posted to the top of the page. Dated/Fulfilled offers will be removed from the page.

Submit *your* special offer FREE of charge, as a Glen Lake Chamber Member.

WEDDING PLANNER PAGE

A source for all things weddings! From accommodations, to favors, things to do and more, our [Plan Your Wedding](#) page is an all-in-one place to research our area's offerings for those planning a wedding – from near or far.

Chamber members can be listed [here](#) under any of the categories, FREE of charge. For non-chamber members, we will be listing local services/offerings first, then branching out to fulfill them in Leelanau, Benzie and Grand Traverse Counties.

JOB LISTINGS

Have an employment or volunteer opportunity? We'll add your posting to our AREA JOBS page, [here](#). Plus, get a shout out on our social media and included in our email newsletters. Job Listings may include how to apply, a web link and a photo or logo (if provided).

Send us a position description and contact info. This job listing service is FREE to Glen Lake Chamber Members, or \$10/week for non-members.

SUBMIT YOUR EVENT

Community events, non-profits or local businesses may submit their events that are open to the public and posted, after approval, to our community calendar. Go ahead! [Promote your happening](#).



MEMBERSHIP PACKAGES

Business | \$175

Select from these categories, as seen in the online Directory:

- B&B's
- Community Organizations
- Cottages & Homes
- Dining, Specialty Foods & Wineries
- Galleries
- Groceries
- Hardware & Builders
- Health & Medical Services
- Insurance & Financial Services
- Motels, Lodges & Resorts
- Professional Services
- Real Estate & Appraisals
- Recreation
- Specialty Shops
- Vacation Rental Companies

Secondary Businesses | \$87.50

If you have multiple businesses under one primary company, you may join the business community for \$175 for the primary and list your secondary business(es) at half off the price of the regular membership, at \$87.50 for each additional business.

Friend of the Chamber | \$50

Non-profit organizations or an individual who would like to be listed on the Chamber website and support the chamber through membership may be listed in our directory under the category "Friend of the Chamber."



YOUR MEMBERSHIP INCLUDES:

- A complete business listing on visitglenarbor.com in the [directory](#).
- Post your event(s) for free to the community [online calendar](#).
- Have an employment opportunity? Get your [jobs listed here](#), free of charge.
- Free listing on our [Up North Michigan Weddings](#) page
- Free year-round postings on our "[Special Offers & Rates](#)" page
- Your posts may be shared via our social media pages for more organic reach
- Your business may be included in the printed Glen Arbor Walking Map brochure as well as the 4 way-finder signs located in Glen Arbor.

JOIN US!

The Glen Lake Chamber Officers & Board Members meet once a month via Zoom. Additionally, we host two main social dinner-meetings twice a year, one in the Spring and one in the Fall as a way to catch up on happenings, network with each other and an opportunity to bring a colleague or friend.

If you would like to become a Member of the Glen Lake Chamber, interested in a role as an Officer or would like to join our dynamic Board of Directors, volunteer, or become an event sponsor, we look forward to hearing from you today. Email: info@visitglenarbor.com