



**Now that you are a member...**

**Here are some great ways to promote and market your business**

### **Networking Events**

Networking Events take place the second Tuesday of each month and alternate between Networking After 5 and Networking Breakfast formats. There are six Networking After 5 dates and five Networking Breakfasts each year. Attendance is not mandatory, however it is encouraged as a benefit to create awareness for your business. The cost to attend is only \$15.00, plus GST (member price) and \$25.00 plus GST for 'future-members'.

For your registration, you receive:

- Shared display table for your marketing materials
- A chance for a 30 second promotion on the mic (maximum 12 member speakers selected via business card draw)
- Contact list of attendees e-mailed day after event
- Hors d'oeuvres/cash bar for After 5 events; hot meal for Breakfast events

At your first networking event, as a new member, you are assured of 30 seconds at the mic to promote your business. We recommend bringing lots of business cards for networking.

### **Networking After 5/ Networking Breakfast Sponsorships**

The Ajax-Pickering Board of trade offers very cost-efficient sponsorship opportunities:

#### **Series Sponsors** (4 sponsors per series)

The Series Sponsorship cost for the Networking After 5 series is \$500; and for the Networking Breakfast series only \$400. These opportunities are generally fully booked up in late autumn. Benefits of Series Sponsorship include:

- Guaranteed promotion time of 2 minutes on the mic at each sponsored event
- Logo recognition on event signage, flyers and the Board website
- Dedicated table to display your business information
- One complimentary admission

#### **Event Sponsor** (Up to 4 spots available per Networking event).

You choose which event you wish to sponsor. Cost is \$100 and benefits include:

- Guaranteed promotion time of 2 minutes on the mic
- Logo recognition on event signage, flyers and the Board website
- Dedicated table to display your business information
- One complimentary admission

## **Signature Event Sponsorships**

The Board offers a busy calendar of 6 signature events each year: President's Inaugural Dinner, Mayors' Address, Regional Chair's Address, Business Links Golf Tournament, Business Excellence Awards, and the Annual General Meeting/ Christmas lunch.

Event sponsorship opportunities are available for these events and other special events as they are arranged. The range of sponsorship generally begins at the \$500 level. As a sponsor you are entitled to:

- Two complimentary event seats
- Logo recognition on promotional signage, website and program
- Recognition from the podium
- Opportunity to provide material to each guest at the event

## **ADVERTISING OPPORTUNITIES**

### **Hard-Copy Business Directory**

- Our award winning hard-copy directory is mailed out with our summer Bulletin by Mail.
- Display ads can be purchased (various sizes and pricing).
- Ads go on sale a few months before the directory goes out.

### **Bulletin... by Mail**

- Our *Bulletin... by Mail* goes out 5 times per year to approximately 600 members.
- Your flyer can be included for just \$135.
- The cost to include a flyer insert in our expanded summer *Bulletin... by Mail* which includes the hard-copy directory is \$225. This mailing reaches 2,000 businesses in the Ajax-Pickering area.

### **E-Bulletin**

- Our e-Bulletin is a free benefit of membership and includes member news and promotions, Board event news, Board committee announcements, information on new members as they join and Board event details.
- This publication is sent weekly via e-mail to the main contact for member companies, as well as community partners. It currently reaches a list of 1,000 contacts.
- This communication tool includes a Member-to-Member section where you can include your sales, special events or member-to-member discounts. The Board will include these for approximately two weeks as time and space permit. Contact [bulletin@apboardoftrade.com](mailto:bulletin@apboardoftrade.com) for guidelines on publishing your announcements.
- Send us news of any award or recognition you receive to be included in the

### **Web Site Advertising**

- The Board has one exclusive advertising space available on its website.

- The cost is \$300 for 3 months or \$125 for one month. There is a \$20 administration cost anytime the ad is changed during the scheduled term it is located on the website.