

# Cooper Landing Chamber of Commerce 2018 Membership/Ad Packet

2017 Visitors Guide

THE

# UPPER KENAI

Take advantage of this  
opportunity to advertise in  
**The Upper Kenai  
Visitors Guide**

## Packet Includes

Renewal Forms  
Membership Benefits  
Online Ads Starting at  
**\$100!**

**Deadline**  
**October 27, 2017**

**COOPER  
LANDING 09**

**MOOSE  
PASS 15**

**HOPE 21**

**TRAIL  
GUIDE 22**

Featuring the communities of the Kenai Lake, Kenai River, and Turnagain Arm.

Cooper Landing Chamber of Commerce - PO Box 809, Cooper Landing, AK 99572 - [info@cooperlandingchamber.com](mailto:info@cooperlandingchamber.com)

## **Cooper Landing Chamber of Commerce**

*"Our mission at the Cooper Landing Chamber of Commerce is simple- to support, promote and attract business for the advancement of our community. Please contact us directly if you ever need assistance. We look forward to learning more about you and your business and continuing our mutual journey for growth and success."*

### **Board of Directors**

#### **President**

Stephanie Lesmeister  
Jason's Guide Service

#### **Vice President**

Angel Bond  
Kenai Princess Wilderness Lodge

#### **Treasurer**

Shirley Wilmoth  
The Hutch Bed and Breakfast

#### **Secretary**

Rose Hetrick Inn at Tern Lake

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Dusty Byrd  
*Alaska Troutfitters*

Cheryle James  
*Wildman's*



# Cooper Landing Chamber of Commerce & Visitors Bureau, Inc.

Dear Local Business or Community Member:

Thank you for joining and your investment in the Cooper Landing Chamber of Commerce. Membership such as yours enables us as an organization to contribute towards a sustainable business community in Cooper Landing as well as fostering growth and positive change. This loyal support has enable us to help promote our community's visitor and local business services as well as emphasize Cooper Landing as a viable destination location for travelers and those looking for a place to live. We are excited to have you as a Chamber member and share in our many benefits.

At your Chamber, your volunteer Board members continue to strive to provide what you need to succeed. This summer several members worked together with the Kenai Peninsula Tourism Marketing Council to bring Cooper Landing a new website. It contains many of the necessary upgrades needed to stay on top of our ever-evolving electronic age. Also, along with your initial membership investment, the Chamber works with our favorite neighboring communities to offer a variety of print, electronic and Visitor Center promotional opportunities thru the Upper Kenai Visitors Guide. Please be sure to review our full listing of services and modify your Membership Renewal Form if you would like to change or add options.

## To join or renew:

**FORM 1** – Please complete the attached form, and select your category listings and complete your business description. This is the information that will be posted online and included in our **2018 Upper Kenai Visitors Guide**. This will confirm your listing information is correct.

**FORM 2** – This is your membership renewal invoice. It should reflect the programs in which you are currently participating. If you need to make any changes, please feel free to cross out or add any marketing options and recalculate your total on the form.

**FORM 3** - If you would like to place print or online advertising, please complete all items on the ad contract. Make notice of deadlines for ad submission and payment.

**Final Steps** – Mail in a signed copy of your membership renewal form, your ad contract, and include payment. We will not process your renewal or guarantee your listing online or in the Visitors Guide without payment.

Thank you for your participation and the opportunity to serve you and our community!

*Stephanie Lesmeister*

Stephanie Lesmeister  
President  
Cooper Landing Chamber of Commerce  
PO Box 809  
Cooper Landing, AK 99572  
[info@cooperlandingchamber.com](mailto:info@cooperlandingchamber.com)  
847-651-1515



# Cooper Landing Chamber of Commerce & Visitors Bureau Benefits of Membership

## Our membership benefits include:

- New website with more robust features in Business Directory. Members have ability to add more images (limit 5) and content (maximum 250 words) for each of their category listings.
- Social Media Promotion – (Facebook) Sharing of posts that promote the beauty, activities, accommodations, community and services of Cooper Landing on our Facebook Page.
- Brochure display and referral service at our Visitors Center.
- Business directory listings on [CooperLandingChamber.com](http://CooperLandingChamber.com) and in the 2018 Upper Kenai Visitors Guide, in print and in electronic format.
- Online business listings include logo, contact information, website link and business description.
- Advertising Opportunities – online at [CooperLandingChamber.com](http://CooperLandingChamber.com) and in print in the 2018 Upper Kenai Visitors Guide.
- Eblasts/Email out to fellow members for announcements.
- Events Management that assist in promoting our community.
- Member meetings featuring presentations, speakers, issues and answers.
- Co-Op advertising opportunities with various publications and direct marketing of Cooper Landing.
- Networking opportunities at Chamber meetings and special events.
- Use of Bulk Mail Permit
- Monthly Member Spotlight at Chamber Meetings & in monthly newsletter, The Cooper Landing Gem.

## Additional Membership Information

**Online Business Listing with Membership** Each member receives one online directory listing. Corporate Members receive up to four listings. Extra categories are \$15 per category. Your business listing in our online Business Directory includes your contact information, business logo or photo, a brief description of your services and a link to your website.

**Promotional Insert in Cooper Landing Gem Newsletter with Membership** One promotional insert in the electronically formatted Gem Newsletter per year (must be in jpg or pdf format). The Cooper Landing Gem is posted on the Cooper Landing website and emailed out to Members and affiliated organizations with our community. - Additional ads or inserts run \$25 per placement. Inserts are due on the 20<sup>th</sup> of each month. Want more than one? Contact the Chamber for rates that apply.

**Online Advertising Opportunities** Get extra exposure for your business by advertising online with the Cooper Landing Chamber of Commerce. With over 10,000 unique visitors and 30,000 page views annually, you open the door for more business by advertising with us! **Online ad dimensions are required to be submitted in 250 x 200 pixels and delivered in a jpg or pdf format.** These ads will be positioned throughout our website, except our home page, and will rotate among other ads.

**2018 Upper Kenai Visitors Guide** Market your business in print in our 44 page guide. We print 20,000 copies and have distribution to our local chambers (Seward, Soldotna, Kenai, Anchorage, Homer and more) and key distribution locations statewide. It is available in electronic format to be included on our website. See attached flyer for more information and rates.

**Monthly Meetings** With the exception of the summer months June, July and August, we host a monthly member meeting on the first Monday of every month at 12:00 p.m. Here you can mingle with fellow Chamber members, listen to our Member Spotlight and catch up on "what's happening" with the Chamber of Commerce.

**Monthly Member Spotlight** Each monthly chamber meeting features the opportunity for a Monthly Member Spotlight. This provides a focus for a member to share your company's story and tell about the products and services your business has to offer. In addition, the Monthly Member Spotlight is featured in our newsletter, the Cooper Landing Gem. Members can provide an image, logo and up to 250 words describing their business & services.

# Form 1

## Cooper Landing Chamber Membership Renewal & Listing

Membership runs from January 1 to December 31, 2018. Renewal payments are due on or before September 30th of each year. Please inquire for more details. **Please complete the following and return by October 27<sup>th</sup> for inclusion in the 2018 Visitors Guide.**

### Published Listing

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Physical Address: \_\_\_\_\_ City \_\_\_\_\_ St: \_\_\_\_\_ Zip \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City \_\_\_\_\_ St: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ 800 # \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website URL: \_\_\_\_\_

### Chamber Contact (unpublished)

Primary Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City \_\_\_\_\_ St: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Select Options That Apply: (Circle)  Handicap Accessible  No Smoking  Wi-Fi  
 Year Round  Pet Friendly

### Membership Level

\_\_\_ Business (Single Owner/No Paid or Contracted out employees) \$100

\_\_\_ Business (3 or Less Employees) \$150

\_\_\_ Business (4 – 9 Employees) \$200

\_\_\_ Business (10-20 Employees) \$250

\_\_\_ Corporate \$350

\_\_\_ Individual \$80 (Non-voting Member/Friend of the Chamber)

\_\_\_ Government/Non-Profit \$100

\_\_\_ Second Business \$100

\_\_\_ Reciprocal Membership/Based on Approval, No Fee

**Total Membership Level \$ \_\_\_\_\_**

### Directory Listing Category (see selection on back)

One online and print directory listing per membership. Extra categories (including online & print) are \$15 per category. 250 Word limit. Corporate Members receive up to four listing categories.

**Primary Category (Required) \_\_\_\_\_**

Additional Category \_\_\_\_\_

Additional Category \_\_\_\_\_

Additional Category \_\_\_\_\_

Additional Category \_\_\_\_\_

Additional Category \_\_\_\_\_

**Total Additional Categories \$ \_\_\_\_\_**

**Category Selection** (Circle) Each member receives one online & print directory listing per membership. Extra categories (online & print) are \$15 per category. (Corporate Members receive up to four listings).

**Community**

- Emergency Ambulance & Fire (1)
- Government & Public Agencies (7)
- Organizations & Non-Profits Education (6)
- Research & Schools (2)

**Food & Dining**

- Coffee & Food Trucks (1)
- Groceries/Box Lunches/Convenience Items (2)
- Lounges & Bars/Liquor (4)
- Restaurants & Cafes (5)

**Lodging**

- Bed & Breakfasts (2)
- Cabins & Lodges (16)
- Campgrounds/RV Parks (3)
- Hotels & Motels (6)
- Remote Cabins (0)
- Vacation Rentals (2)

**Recreation**

- Air Charters/Flightseeing/Wildlife Viewing (1)
- Day Cruises – Glacier & Wildlife (2)
- Equipment Rentals & Sales (2)
- Fly-in Fishing (3)
- Gold/Gemstone Panning (1)
- Guided Hiking, Biking & Kayaking (1)
- Guided River Rafting (4)
- Guided Sport Fishing (18)
- Guides & Tours (8)
- Horseback Riding/Sleigh Rides (1)
- Hunting Charters/Hunting Guides (0)
- Museums/Cultural (1)
- Sailing Charters (1)

**Local Services**

- Advertising/Marketing (1)
- Art Galleries (0)
- Banking/Financial (2)
- Building Contractors (0)
- Caretaking/Property Management (1)
- Catering (0)
- Churches (3)
- Construction (0)
- Fish Processing (0)
- Fly Shop/Tackle Sales/Licenses (2)
- Gasoline/Diesel/Propane (1)
- Gift Shops/Clothing (6)
- Graphic Design/Website Design (1)
- Health Services - Gov't Certified (2)
- Healthcare Alternatives (0)
- Home & Land Development/Improvement (0)
- Housing/Apartment Rentals (1)
- Laundromat (1)
- Legal Services (0)
- Library Services (1)
- Massage & Spa Services (0)
- Medical Clinics (0)
- Oil & Gas (1)
- Real Estate Sales/Appraisals (1)
- Retreats/Conferences/Weddings (4)
- Transportation - Taxi/Shuttles/Stage Lines (2)
- Youth Activities (2)

**Visitor Centers & Information** (21)

**Other** \_\_\_\_\_

**Business Description** Please **email separately** full business descriptions for online listings only to info@cooperlandingchamber.com. Limit to 250 words. Additional descriptions for extra category listings are available for \$15 each and may include different content and images to fit category selection. Minimum 7 images per category submission.

**Total Descriptions \$**\_\_\_\_\_

**Web Advertisement** visible on most of Our Town, Chamber & Contact Us pages. Must be submitted in 250 x 200 pixel size ad in jpg or pdf format.

**Web Ad – 2018 Rate!** \$100

**Total Web Ad \$**\_\_\_\_\_

**Upper Kenai Visitors Guide Ad**

**Total Guide Ads \$**\_\_\_\_\_

**Subtotal from front page**

**\$**\_\_\_\_\_

**Membership Signature:** \_\_\_\_\_

**Total Due \$**\_\_\_\_\_

I agree to provide payment and all content needed by the Cooper Landing Chamber by October 27<sup>th</sup>, 2017.

**Send Checks by October 27, 2017 to:**  
 Cooper Landing Chamber of Commerce  
 PO Box 809, Cooper Landing, Alaska 99572