





## 2020 MEMBERSHIP BENEFITS

### ALL LEVELS OF MEMBERSHIP:

Support the Visitor Center – The Chamber of Commerce operates the Visitor Center year round promoting the entire County. Paid and volunteer staff are often the first point of contact for planning a vacation and are there to greet and assist visitors, answer phones, mail Visitors Guides and support your business as a Chamber Member. Your Membership supports the costs associated with these efforts! All businesses may display materials in the Visitors Center, please make sure we have your brochure on display.

Support the Chamber Events – The Chamber of Commerce produces many events each year to attract visitors and celebrate the unique culture and heritage of our area. The Chamber employs a full time, year round Events Coordinator to ensure event success and grow new events with an emphasis on expanding shoulder seasons! Chamber of Commerce events include Winter Whiteout, Celebrate Lake City, Volunteer Appreciation Dinner, Packer Days, BINGO, 4<sup>th</sup> of July Celebration, Ducky Derby, Stick Horse Show and Rodeo, OHV Rally & Festival, Oktoberfest Fall Festival, Oktoberfest, and Christmas in Lake City.

Exposure for your Events – The Chamber of Commerce manages the Events Calendar on [www.LakeCity.com](http://www.LakeCity.com). Your events may take advantage of this exposure, make sure we have the information and pictures to promote your events by emailing [events@LakeCity.com](mailto:events@LakeCity.com). All events that include visitors are welcome and are listed free of charge.

Receive Referrals – The Chamber of Commerce is contacted daily for business referrals. National research shows that patrons are 63% more likely to do business with Chamber of Commerce Members.

### ONLINE ONLY MEMBERSHIP LEVEL *(in addition to items listed at the top under “All Membership Levels”):*

#### **Online Only = \$100.00 Annual Dues Contribution**

Website Listing --- Your business or organization will be listed in the Business Directory on [www.LakeCity.com](http://www.LakeCity.com). Lake City’s premier website boasts 54,000 visitors each year, with the business listings pages being the 2<sup>nd</sup> most clicked on pages on the site (2<sup>nd</sup> only to the Homepage)! Your listing includes Business Name and contact information, a small profile picture and an expanded description with up to 10 images.

### COMMUNITY ORGANIZATION OR STANDARD MEMBERSHIP LEVEL *(in addition to items listed at the top under “All Membership Levels”)*

#### **Community Org. = \$75.00 Annual Dues Contribution**

#### **Standard = \$150.00 Annual Dues Contribution**

Visitor Guide Listing – Your business or organization will be included in the annual Visitors Guide with upwards of 20,000 copies printed and distributed in the Visitor Center, throughout town and by mail. Your listing includes Business Name and contact information and up to 20 word description.

Website Listing --- Your business or organization will be listed in the Business Directory on [www.LakeCity.com](http://www.LakeCity.com). Lake City’s premier website boasts 54,000 visitors each year, with the business listings pages being the 2<sup>nd</sup> most clicked on pages on the site (2<sup>nd</sup> only to the Homepage)! Your listing includes Business Name and contact information, a small profile picture and an expanded description with up to 10 images.

*(see over for **Bronze**, **Silver** and **Gold** Membership Levels!)*

## **BRONZE MEMBERSHIP LEVEL** (in addition to items listed at the top, "All Membership Levels"): **\$225.00 Annual Dues**

### **Contribution**

Extra Support for Chamber programs – Your extra financial support goes a long way towards supporting the important programs of the Chamber of Commerce!

Visitor Guide Listing – Your business or organization will be included in the annual Visitors Guide with 20,000 copies printed and distributed in the Visitor Center, throughout town and by mail. Your listing includes Business Name and contact information and up to 20 word description.

Website Listing --- Your business or organization will be listed in the Business Directory on [www.LakeCity.com](http://www.LakeCity.com). Lake City's premier website boasts 54,000 visitors each year, with the business listings pages being the 2<sup>nd</sup> most clicked on pages on the site (2<sup>nd</sup> only to the Homepage)! Your listing includes Business Name and contact information, a medium profile pictures, improved ranking and an expanded description with up to 15 images

## **SILVER MEMBERSHIP LEVEL** (in addition to items listed at the top, "All Membership Levels"): **\$300.00 Annual Dues**

### **Contribution**

Extra Support for Chamber programs – Your extra financial support goes a long way towards supporting the important programs of the Chamber of Commerce!

Up to 2 Visitor Guide Listings – Your business or organization will be included in the annual Visitors Guide with 20,000 copies printed and distributed in the Visitor Center, throughout town and by mail. You have up to 2 business listings that include Business Name and contact information and up to 20 word description.

Up to 2 Website Listings --- Your business or organization will be listed in the Business Directory on [www.LakeCity.com](http://www.LakeCity.com). Lake City's premier website boasts 54,000 visitors each year, with the business listings pages being the 2<sup>nd</sup> most clicked on pages on the site (2<sup>nd</sup> only to the Homepage)! You will have up to 2 business listings that include Business Name and contact information, a large profile picture, enhanced ranking and an expanded description with up to 20 images.

## **GOLD MEMBERSHIP LEVEL** (in addition to items listed at the top, "All Membership Levels"): **\$400.00 Annual Dues**

### **Contribution**

Extra Support for Chamber programs – Gold Members provide the most financial support for the programs of the Chamber of Commerce! Your contribution is sincerely appreciated, and needed, and we thank you very much for deciding to support at the Gold level.

Up to 3 Visitor Guide Listings – Your business or organization will be included in the annual Visitors Guide with 20,000 copies printed and distributed in the Visitor Center, throughout town and by mail. Your listing includes Business Name and contact information and up to 20 word description.

Up to 3 Website Listings --- Your business or organization will be listed in the Business Directory on [www.LakeCity.com](http://www.LakeCity.com). Lake City's premier website boasts 54,000 visitors each year, with the business listings pages being the 2<sup>nd</sup> most clicked on pages on the site (2<sup>nd</sup> only to the Homepage)! You will have up to 3 business listings that include Business Name and contact information, a large profile picture, enhanced ranking and an expanded description with up to 20 images.

Open House – The Chamber of Commerce will host an Open House at your business or organization. The Chamber provides advertising of the event, help from the Board and Staff, appetizers and a liquor license.

Please complete the enclosed Membership Form, and a Business Listing Form for each of your listings!

Thank you for your support of the Lake City / Hinsdale County Chamber of Commerce!



**Lake City / Hinsdale County Chamber of Commerce**

**2020 Event Sponsor Form**

You may choose to pay for 2020 event sponsorships now, or wait until the sponsor drive next year

**Business/Organization Name:** \_\_\_\_\_

**2020 Sponsor ALL events**

This year we are offering two options to sponsor all events listed below. By choosing to do this, you will pay a discounted rate and still receive all the benefits listed for the corresponding level with each event.

- ☐ \$725 – Silver Sponsor
- ☐ \$1,175 – Gold Sponsor

**2020 July 4<sup>th</sup> Celebration**

- ☐ \$50 – Sponsorship – Business mention on lakecity.com, Facebook, and banner.  
Your support for Lake City's biggest event is greatly appreciated. The funds are used to provide food and drinks, candy for the kids during the parade, and to offset use fee's and advertising. Thank you!

**2020 Lake San Cristobal Brew-Ski**

- ☐ \$40 – Sponsorship – Business mention on lakecity.com, Facebook, event poster and promotional materials
- ☐ \$10 – Sponsors can get a discount on the Winter Whiteout Beanie (usually \$15)

**2020 Packer Days – Memorial Day Weekend**

- ☐ \$75 – Basic Sponsor  
Business mention on event page at lakecity.com, business listing on banner and t-shirts
- ☐ \$100 – Bronze Sponsor  
All Basic Sponsor perks plus - Sponsor on Facebook.com, Complimentary race registration for ONE person
- ☐ \$200 – Silver Sponsor  
All Bronze Sponsor perks plus - Live link on event page at lakecity.com, Complimentary race registration for TWO people.
- ☐ \$300 – Gold Sponsor  
All Silver Sponsor Perks plus - Live link on event page at lakecity.com, prominent sponsor on Facebook event promotions, business logo listed on event banner & T-shirts, mentioned in all press releases. Complimentary race registration for ONE TEAM (3-5 people).

**2020 OHV Rally & Festival – Labor Day Weekend**

*Take 10% off your sponsorship if you plan to offer a discount to registered participants*

- ☐ \$75 – Basic Sponsor  
Business mention on event page at lakecity.com, business listing on banner, listed as poker run stop.
- ☐ \$125 – Bronze Sponsor  
All Basic sponsors perks plus - Sponsor on Facebook event promotions, listed as poker-run stop.
- ☐ \$250 – Silver Sponsor  
All Bronze Sponsor perks plus - Live link on event page at lakecity.com, mentioned in all press-releases and TWO complimentary tickets to the OHV Rally dinner
- ☐ \$500 – Gold Sponsor  
All Silver Sponsor perks plus - Prominent sponsor with live link on event page at lakecity.com, prominent sponsor on Facebook event promotions, business logo listed on event banner and t-shirts, and FOUR complimentary tickets to OHV Rally dinner



### **Lake City / Hinsdale County Chamber of Commerce**

#### **2020 Oktoberfest & Fall Festival – Fourth Saturday in September**

- ☐ \$75 – Basic Sponsor  
Business mention on event page at lakecity.com, business listing on banner and T-shirts.
- ☐ \$100 – Bronze Sponsor  
Basic Sponsor Perks plus - Sponsor on Facebook event promotions. One complimentary beer stein.
- ☐ \$200 – Silver Sponsor  
Bronze Sponsors perks plus - Live link on event page at lakecity.com. One complimentary beer stein.
- ☐ \$300 – Gold Sponsor  
Silver Sponsor perks plus - Prominent sponsor with live link on event page at lakecity.com and Facebook event page, business logo listed on event banner and event t-shirts. Two complimentary beer steins.

#### **2020 World Championship Stick Horse Show & Rodeo**

- ☐ \$35 – Sponsorship money is used to fund the show, trophies, ribbons and other expenses. Sponsors are listed on t-shirts - Excess funds are saved for next season or donated to Lake City organizations
- ☐ \$10 – Sponsors get a discount on the event T-shirt (Please indicate size & qty) \_\_\_\_S \_\_\_\_M \_\_\_\_L \_\_\_\_XL \_\_\_\_XXL



## Lake City / Hinsdale County Chamber of Commerce

### 2020 Event Vendor Form

You may choose to pay for 2020 vendor fees now, or wait until the sponsor drive next year

**Business/Organization Name:** \_\_\_\_\_

*Chamber Members receive an additional discounts on vendor fee*

### 2020 4<sup>th</sup> of July Celebration

The Town Park will be packed with people celebrating Independence Day, this is the biggest event of the year. The Town Park that day is the perfect location for any vendor

- **Take 10% off your sponsorship if you're a Local Non-Profit Organization**

#### Art Vendor

- ☐ \$75 - Standard Vendor Fees
- ☐ \$50 – Member Vendor Fees

#### Food Vendor

- ☐ \$125 – Standard Vendor Fees
- ☐ \$75 – Member Vendor Fees

### 2020 OHV Rally & Festival – Labor Day Weekend

This event has 2 days of live music and beer in the park, culminating with the OHV Raffle Sunday evening. Vendors were new to this event in 2019, but were very successful and plan on returning next year.

- **Take 10% off your sponsorship if you plan to offer a discount to registered OHV Rally participants**

#### Art Vendor

- ☐ \$75 - Standard Vendor Fees
- ☐ \$50 – Member Vendor Fees

### 2020 Oktoberfest & Fall Festival – Fourth Saturday in September

A day of local food, beer, music and games in the Town Park. Volunteers can help with set-up / break-down, the children's games, the beer booth and more.

#### Art Vendor

- ☐ \$50 - Standard Vendor Fees
- ☐ \$35 – Member Vendor Fees

#### Food Vendor

- ☐ \$75 – Standard Vendor Fees
- ☐ \$50 – Member Vendor Fees



Lake City / Hinsdale County Chamber of Commerce

## 2020 ROOM BINDER AD

*The Chamber maintains information binders in each visitor lodging room. Through cooperation with the motels, cabins, B&B's, vacation rentals, hostels and RV Parks, you can reach visitors in their room. This book is always a big success and an oft-used tool for visitors' planning!*

Please submit a separate form for each advertisement.

**Business/Organization Name:** \_\_\_\_\_

**ADVERTISEMENT SIZE:**

- |  |                                    |   |
|--|------------------------------------|---|
| <input type="checkbox"/> <b>Two-page spread:</b> | <input type="checkbox"/> B&W \$150 | <input type="checkbox"/> Full Color \$275 |
| <input type="checkbox"/> <b>Full Page:</b>       | <input type="checkbox"/> B&W \$105 | <input type="checkbox"/> Full Color \$165 |
| <input type="checkbox"/> <b>Half Page:</b>       | <input type="checkbox"/> B&W \$65  | <input type="checkbox"/> Full Color \$100 |

- 1. Graphics:** Please email a High resolution PDF of any photos, logo, graphics that you want to be included on your ad. Send to [promotions@lakecity.com](mailto:promotions@lakecity.com)
- 2. Dimensions:** Try to keep your ad in these dimensions, let us know if you need any help with that part  
1 Page - 6 7/8" - 10"  
1/2 Page - 6 7/8" x 4 7/8"
- 3. Content:** Please write your copy below (or write any edits you have to your previous ad). Include any special instructions for your ad design.

**Binder Ad Comments/ Details:**



**Lake City / Hinsdale County Chamber of Commerce  
2020 Volunteer Form**

**Business/Organization Name:** \_\_\_\_\_

*The Lake City Hinsdale County Chamber of Commerce's events thrive on volunteers. If you're able or available to help with any of our events you're always welcome. Volunteering in Lake City is a great way to meet and connect with others – strengthening ones sense of affiliation and belonging with the community. Additionally volunteers often learn new skills leading to a sense of achievement.*

**Chamber of Commerce & Visitor Center Volunteer**

☐ - During an average summer the LC/HC Chamber of Commerce & Visitor Center accommodates more than 8,000 visitors and answers more than 1,500 phone calls. This wouldn't be possible without immense help from our wonderful volunteers. If you like visiting with people and answering questions about the Lake City area this is the job for you.

**2020 Brew-Ski**

☐ - Last year was the inauguration of the Lake San Cristobal Brew-Ski, a tasting event on the frozen lake. Volunteers for this event aid in set-up and manning a tasting stations out on a beautiful, frozen lake.

**2020 Packer Days 5K**

☐ - This fun event celebrates our perhaps most notorious local – Alfred Packer. The day begins with a 5K around Lake City where teams must complete survival tasks. Then we take it over to the Lake City Armory for the Mystery Meat cook-off and awards ceremony. Volunteers will judge teams at a survival station or aid with race set-up and breakdown.

**2020 4<sup>th</sup> of July Celebration**

☐ - This is the staple event for the summer in Lake City. The Town Park will be filled with happy people celebration Independence Day. Volunteers are needed for setting-up, the races, the food & beer booth, breaking-down and more.

**2020 OHV Rally & Festival – Labor Day Weekend**

☐ - This event just continues to grow – we have 2 days of live music and beer in the park, culminating with the OHV Raffle Sunday evening. Volunteers can help with set-up, the chamber booth, the beer booth, the community dinner, breaking down and more.

**2020 Oktoberfest & Fall Festival – Fourth Saturday in September**

☐ - A day of local food, beer, music and games in the Town Park. Volunteers can help with set-up / break-down, the children's games, the beer booth and more.

**Designated Event Set-Up / Break-Down Volunteer**

☐ - Set up and break down is a lot of work and requires volunteers. This is great for people that want to help out in a less social setting

**Contact me if you still need volunteers later**

☐ - Name: \_\_\_\_\_

Phone: \_\_\_\_\_

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





**Lake City / Hinsdale County Chamber of Commerce**  
**2020 MEMBERSHIP RENEWAL FORM**

**Deadline:** Please return your Membership Renewal no later than (**Friday, Oct. 25th**).

**Drop Off:** Visitor Center, 800 N. Gunnison Avenue (Hours Tues – Sat, 9-3)

**Mail to:** PO Box 430, Lake City, CO 81235

**Administrative Contact** (*for internal Chamber use only*):

Business Name:

Contact Person Name:

Contact Phone:

Contact Email:

Mailing Address (summer):

Mailing Address (winter):

**2020 Membership Category** (*please check one – benefits for each category are enclosed*):

- ☐ Community Organization, \$75
- ☐ Online Only, \$100
- ☐ Standard, \$150
- ☐ Bronze, \$225
- ☐ Silver, \$300
- ☐ Gold, \$400

**Payment Calculation:**

2020 Membership (from above)	\$
Room Binder Advertisement (see enclosed info)	\$
Event Sponsorships (see enclosed info)	\$
Vendor Fees	\$
<b>TOTAL:</b>	<b>\$</b>
<input type="checkbox"/> Payment Enclosed <input type="checkbox"/> Please contact me for payment by credit card	

**Additional Comments/Business Details:**

***This Chamber Member wants to get involved! We can offer donations and/or volunteer help at ...***

☐ Events    ☐ Visitor Center    ☐ Facilities/Grounds    ☐ Marketing    ☐ Other: \_\_\_\_\_

**Renewal:**

*I have reviewed the 2020 Chamber of Commerce Membership information and would like to renew at the level selected above for 2020.*

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



Lake City / Hinsdale County Chamber of Commerce  
2020 BUSINESS LISTINGS FORM

**Please submit a separate form for each business listing!**

Membership Category: **Comm. Org, Standard & Bronze** – 1 business listing; **Silver** – up to 2 business listings;  
**Gold** – up to 3 business listings

1. **Business/Organization Name:** \_\_\_\_\_
2. **Visitor Guide Listing:** Your 2019 business listing is below. Please indicate any changes that need to be made, and check off your category and amenities below. Maximum description = 20 words.
3. **Website Listing:** Please review your current website listing on [www.LakeCity.com](http://www.LakeCity.com) and email changes to [Chamber@LakeCity.com](mailto:Chamber@LakeCity.com). Are you taking advantage of all the pictures that you can include?  
**Comm. Org, Standard** – up to 10 images **Bronze** – up to 15 images **Silver** – up to up to 20 images **Gold** – up to 20 images
4. **Membership Category: check all that apply**
  - ☐ Outdoor Recreation: \_\_\_\_\_
  - ☐ Entertainment: \_\_\_\_\_
  - ☐ Art Galleries
  - ☐ History & Culture
  - ☐ Shopping
    - ☐ Building & Hardware ☐ Gifts, Clothing, Souvenirs ☐ Groceries ☐ Liquor
    - ☐ Convenience Stores ☐ Sporting Goods ☐ Other: \_\_\_\_\_
  - ☐ Dining (*mark all that apply below*)
    - ☐ Breakfast ☐ Lunch ☐ Dinner ☐ Spirits ☐ Wifi ☐ Pet Friendly
  - ☐ Accommodations
    - Type of Accommodations:*
      - ☐ Motels ☐ Cabins & Vacation Homes ☐ Bed & Breakfasts ☐ Hostels ☐ RV Parks
    - Mark all amenities that apply:*
      - ☐ Kitchen ☐ TV ☐ Laundry ☐ Internet ☐ Handicap Accessible ☐ Pet Friendly
  - ☐ Real Estate
  - ☐ Services:
    - ☐ Automotive ☐ Banks ☐ Laundromat ☐ Salon & Massage ☐ Secretarial ☐ Veterinarian
    - ☐ Contractors ☐ Home Design ☐ Excavation ☐ Maintenance & Repair ☐ Signage
    - ☐ Utilities ☐ Other: \_\_\_\_\_
  - ☐ Community
    - ☐ Community & Non-Profit Organizations ☐ Emergency Services ☐ Government ☐ Churches
    - ☐ Health Care ☐ Library ☐ Media ☐ Schools & Child Care ☐ Other: \_\_\_\_\_