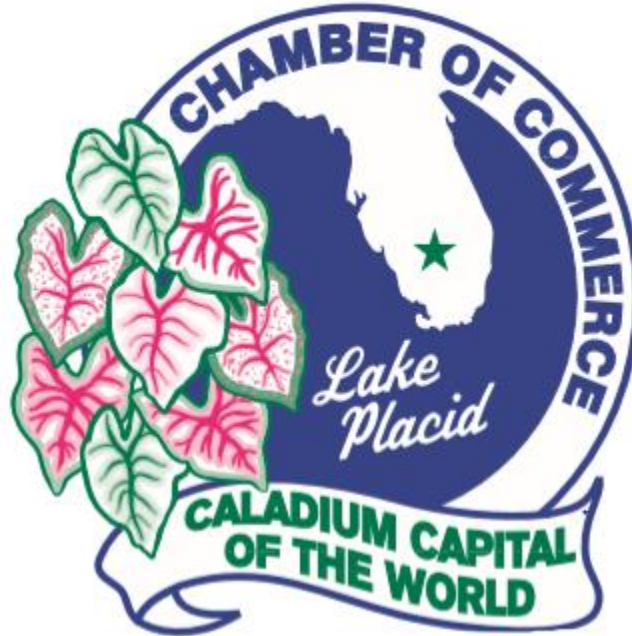


The Greater Lake Placid Chamber of Commerce



**18 North Oak Avenue
Lake Placid, FL 33852**

Phone: (863) 465-4331

Email: information@lpfla.com

www.visitlakeplacidflorida.com

www.caladiumfestival.org

Working together helps the community to work Better!

Lake Placid.....Enjoy the Experience!

Our Mission Statement:

The *Greater Lake Placid Chamber of Commerce* is organized as a voluntary partnership of agri-business, business, professional people and area residents working together to provide community awareness, build a healthy economy, and to sustain the quality of life in the greater Lake Placid area.

What is YOUR Chamber of Commerce?

- We are a not-for-profit corporation.
- We are a 501(c)(6) business association.
- We are defined by people's perceptions of our past successes, our current programs and our ability to prepare for the future.
- We are an association of and for businesses, professionals, organizations and individuals.
- We are supported by member-investors.
- We encourage a cooperative effort of all members, working together for the common benefit of our community
- We provide a forum for legislative issues and government concerns.
- We provide opportunities for members to share, plan, and work with other business leaders and individuals to achieve success.
- We assist in coordinating the efforts of all our members and their investment of time, skills and financial support.

Why should YOU belong to your Chamber of Commerce?

This is a difficult question to answer directly as there are many intangibles involved; however, by becoming a member you are displaying your belief in our community and making a commitment to promote such activities as:

- **Referrals:** We assist and provide vacationers, visitors, and newcomers with information about our area. On a daily basis, the Chamber receives requests for information on a myriad of services, products, and activities. In response, the Chamber only refers people and businesses to Chamber members.
- **Publicity & Exposure:** The Chamber provides opportunities for publicity and exposure in many ways. There is no charge for placing your business cards and brochures in our racks. There is no charge for being listed in the business directory on our Web-site—a site which is visited over 16,000 times each month—and which provides a free link to your own Web-site and/or E-mail address. There is no charge for being listed in our Chamber Directory (which is carried away by nearly every visitor to the Chamber). There are opportunities for visibility in our monthly newsletter, which included a “Member to Member” discount program and “spotlight” articles...again, at no cost to you.
- **Low-cost Promotional & Advertising Opportunities:** Any member may hold a mixer to promote their business and network with other Chamber members. Every year, there are sponsorship opportunities available to members; sponsors receive recognition for these events in all Chamber advertising and promotional activities as well as at the sponsored event. These well attended events that may be sponsored include our Membership Luncheons, our Annual Banquet, our Caladium Festival and Gardening Showcase, our annual Car & Bike Show, and several other events throughout the year. Newsletter advertising is available in the form of various size ads in the newsletter itself, or as an insert...and this reaches over 500 members every month! Promote the opening, expansion, or relocation of your business with an official Chamber sponsored ribbon cutting or groundbreaking ceremony.
- **Networking Opportunities:** Members are invited to all Lake Placid and Tri-County Mixers. There is a monthly membership luncheon. Participation on committees and project teams provides great opportunity to work with others in small groups and to have impact on events and projects in your community.
- **New Business Contacts:** The Chamber serves as an up-to-date information center for new business development and issues.
- **Business & Community Updates:** The Chamber serves as a resource center for up-to-date information for new business development and issues. In concert with Keep Lake Placid Beautiful, information is available about the ongoing upgrading and beautification of our town.
- **Educational Opportunity & Professional Development:** On-going programs cover major business interests and provide excellent sources for staying current on business issues.
- **Leadership Development:** Chamber committees and project teams provide business leaders an opportunity to develop their leadership skills as well as learn from other experienced leaders. We are continually improving and expanding our programs and resources

WORKING TOGETHER HELPS THE COMMUNITY TO WORK BETTER!

Here is the bottom line...an investor in the Greater Lake Placid Chamber of Commerce supports the activities of the Chamber which, in turn, supports our community. Our members can sense both a feeling of accomplishment and an inner satisfaction from knowing you are sharing in the responsibility to make these services available. You are working on the team to keep Lake Placid the best place to live, work and play!

Membership Application

Business Name _____

Business Address _____
(Street) (City) (State) (Zip)

Email _____ Web _____

Applicant Name _____ Title _____

Mailing Address _____
Street/Post Office Box City/State Zip Code (+4 digits)

Phone# _____ Cell# _____

Other representatives that may participate in Chamber activities: _____

Information about your business/organization that may be publicized: _____

Number (as applicable) of: _____ Employees _____ Rooms _____ Seating _____ Units

Annual Membership: \$ _____

Method of Payment _____ Cash # _____ Check _____ Visa/MC/Disc/Amex _____ Exp _____ CVC _____

By my signature below, I affirm that:

- The information provided herein is true and correct as of the date of this application
- The applicant subscribes to the objectives, purposes and programs of the Greater Lake Placid Chamber of Commerce
- Dues are refundable ONLY if the applicant is denied membership
- Once approved, the designated voting member may be changed only by the Owner or Chief Executive Officer of the business/organization by written notice
- A member may resign membership on written notice only, and shall be removed from membership if annual dues are over 90 days in arrears

(Applicant's Signature)

(Chamber Representative) Date

MEMBERSHIP IS CONTINUOUS UNLESS CANCELLED IN WRITING. MEMBERSHIP DUES ARE NOT TAX DEDUCTIBLE AS A CHARITABLE CONTRIBUTION. HOWEVER, THEY ARE DEDUCTIBLE FOR MOST MEMBERS AS AN ORDINARY AND NECESSARY BUSINESS EXPENSE.

For Office Use Only

FB _____ QB _____ Letter _____ Blast _____ Newsletter _____ Emissary _____ Web _____ Luncheon _____

Business Category(s) _____

The Greater Lake Placid Chamber of Commerce

18 North Oak Ave. – Lake Placid, FL 33852

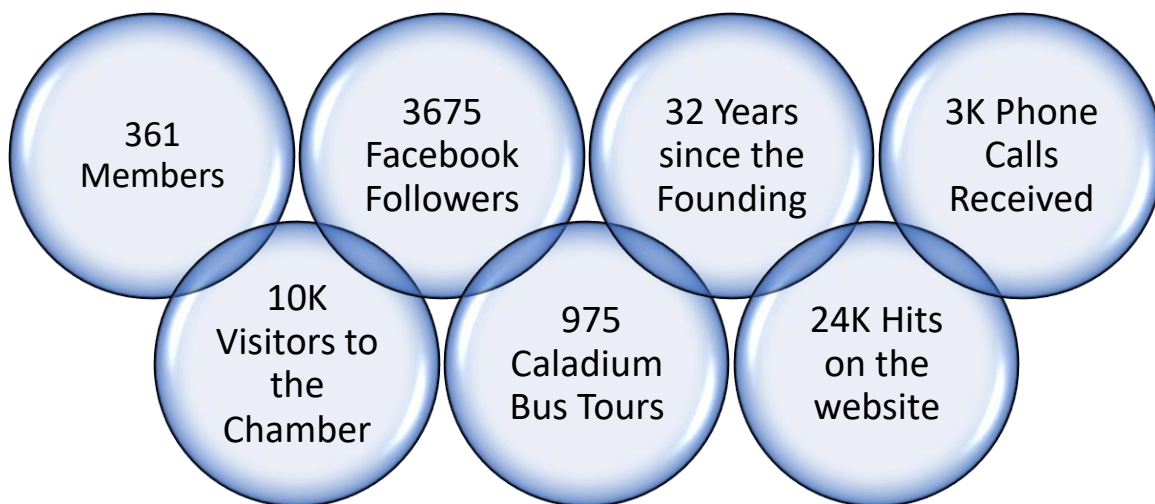
Phone: 863-465-4331

E-mail: information@lpfla.com Website: www.visitlakeplacidflorida.com

Membership Fee Schedule

Business Members	Measure	Annual Dues	Bronze Sponsor	Silver Sponsor	Gold Sponsor
			\$1,000	\$2,500	\$4000
General	1-100	\$175			
# of Employees	101-200	\$400			
	201+	\$550			
Lodging & Restaurants	1-50	\$175			
# of Rooms/Seating Capacity	51-100	\$225			
	101+	\$275			
Financial Institutions	Per	\$450			
Additional Branch/Officer Listing	Per	\$75			
Community Member		\$75			
Non-Profits, Civic, Homeowners Associations, Agents, Individuals					
Total Investment \$_____		\$_____	\$_____	\$_____	\$_____

Your Chamber at a Glance...



Your membership year begins the following month after application is submitted. The month in which you join is complimentary. Membership is specified for one location with one listing. Each additional location/listing requires a separate membership. Separate business entities require separate memberships.



Greater Lake Placid Chamber of Commerce Membership Benefits & Sponsorship Packages

Features & Benefits	Basic	Bronze	Silver	Gold
Corporate Sponsorship of ALL Chamber Events				
Christmas Parade Main Sponsor (Float #1)				
Logo on Caladium Festival Advertising and Signage				
Logo on Car Show Advertising and Signage				
Logo on Chamber Correspondence				
Logo on Luncheon Invitations and Banner				
Logo on Mixer Invitations				
Logo on Chamber Homepage & Facebook Page				
Logo on all Chamber Email Blasts all year				
Logo on Annual Banquet Signage with Tickets to Event (# Included)		4	8	16
Opportunity for spotlight Newsletter Articles (No Charge)				
Opportunity to Advertise in Monthly Newsletter (\$125 - \$550/year)				
Opportunity to Advertise on Chamber Website (\$125 - \$300/year)				
Excel List of Member (1 per year)				
Include your Events and Fliers in Email Blasts and Social Media				
Attendance at Mixer Networking Event				
Luncheon Networking Opportunities				
Attendance at Chamber Mixer Events and Tri-County Events				
Ability to use Chamber Logo on Company Related Advertising				
Include your marketing Materials in New Member Welcome Bags				
Display your Marketing Materials in our High Traffic Location				
Post Special Event on Bulletin Board in Visitor Center				
Link your Website on Chamber Member Directory				
New Member Recognition at Luncheon, in Newsletter, & Social Media				
Chamber Attendance and Promotion of Company Related Events. i.e., Ribbon Cuttings, Grand Openings, Re-Openings, Milestones.				
Opportunity to Sponsor Luncheons (\$350/Luncheon)		1 Included	1 Included	1 included
Opportunity to Sponsor Display Table at Luncheon (No Charge)				
Opportunity to Sponsor Mixers (No Charge, 11/Year)				
Opportunity to Sponsor KLPB Island (\$300-\$1000/year)				
Membership Listing in Chamber Directory and Visitors Guide				
Support the Betterment of the Greater Lake Placid Area				
Your <u>Actual</u> Membership Investment		\$1,000	\$2,500	\$4,000

Greater Lake Placid Chamber of Commerce – Promotional Opportunities

The paid promotional year begins the month following the start of your membership. The month in which you sign up for the promotional activity is provided with our compliments.

The following promotional opportunities are available to Chamber members only:

OFFICE DISPLAYS:

Literature racks (4" max width - single card or folded brochure preferred)	No charge
Business Card racks	No charge
Display of poster for special events on our bulletin board	No charge

INTERNET AND E-MAIL:

Listing in the Business Directory of the Chamber web site (www.visitlakeplacidflorida.com)	No charge
Link to existing website	No charge
Business Directory Home page only	\$250 per year
Website ad on Category page only (logo artwork to be submitted to Chamber via email)	\$125 per year
Combo offer (Business Directory Home page & Category page)	\$300 per year
Inquiry List (all office, mail, Internet inquiries relative to relocation, accommodations, vacations, recreation, entertainment, events, etc. are forwarded to you via email).	\$150 per year

BLAST EMAILS:

This is a very cost-effective way to market your business or special events to Chamber members.	No charge
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MEMBERSHIP LIST for MAILING LABELS (available to members only):

No charge

NEWSLETTER ADVERTISING:

1/4 th Page Ad	\$300 per year
Half Page Ad	\$450 per year
Whole Page Ad	\$550 per year

SPONSORSHIPS:

Membership Luncheon (provides lunch for two at no additional cost)	\$350 per luncheon
Lake Placid Mixer (Chamber will promote event in Newsletter & Email Blasts)	No Sponsorship charge
Tri-Chamber Mixer (must be a member of all three Chambers in Highlands County)	No Sponsorship charge
Keep Lake Placid Beautiful Island	\$300-\$1,000 per year Depending on Island location

Event Sponsorship (please contact Chamber for available events and dates)

ADVERTISING OPPORTUNITIES: As available in the Chamber Directory, special event & other publications.

CHAMBER DIRECTORY LISTING: No charge

THE GREATER LAKE PLACID CHAMBER OF COMMERCE

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Lake Placid, FL 33852

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WEB SITE ADVERTISING ORDER

Advertise your business on the official Web Site of the Lake Placid Chamber of Commerce!

Business Name _____

Business Address _____

Mailing Address (If different from Business Address) _____

Telephone _____ Fax _____ E-mail _____

Check # _____ VISA/MC _____ Exp. Date _____ Bill me _____

___ Business Directory Home Page @ \$250 per year

___ Business Category Page @ \$125/year per category

Preferred category(ies) _____

___ **Money Saving Combo Offer** – Business Directory Home Page **AND** one

Business Category Page @ \$300 per year

Preferred category(ies) _____

*Billing will be made on an annual basis and will continue until notice of cancellation is
received in writing.*

Artwork Specifications:

* Image Dimensions: 250 x 150 pixels

*Image Format: gif or jpg (jpeg),

* Image Size: 15,000 bytes maximum

*Image Transmission: by E-mail to
information@lpfla.com

Authorized by (please print) _____ Date _____

Signature _____

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Lake Placid, FL 33852



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An Invitation to Join