

# Membership Benefits

## New Oxford Area Chamber of Commerce

Advertising ♦ Business Services ♦ Events ♦ Marketing ♦ Networking ♦ Sponsorship

### Advertising

**The Circle Newsletter** - The Circle is a quarterly newsletter published by the Chamber and distributed to all members. Newsletters are also available at local retail locations and the Chamber office as well as through our website, various social media platforms and email blasts. The NOACC offers a variety of newsletter advertising options including the Chamber Champion sponsorship, half page ads, quarter page ads and business card ads. Additional information can be found in our **Newsletter Advertising Guide**. We offer affordable advertising options for every budget.

### Business Services

**IDC** - The New Oxford Industrial Development Corporation (IDC) was established to advance, promote, attract, stimulate, rehabilitate and revitalize commerce, industrial, civic and manufacturing interests in and around New Oxford. The IDC is the lending arm of the Chamber, which provides low interest loans for businesses in the 17350 zip code. All loans are reviewed by the IDC committee and recommended to the New Oxford Board of Directors for final approval. Funds can be used for business real estate purchases, renovations and facade improvements and business expansions. Machinery and equipment purchases are also eligible for loans. Working capital loans will be considered with strong collateral required.

**PCI Insurance** - As a member of our Chamber, your business may participate in PCI Insurance programs. The PCI Insurance group acts as a broker, so each company is viewed as its own entity. Please contact the Chamber for additional information.

### Marketing

**Collateral Materials Display** - The NOACC is happy to display member promotional materials such as brochures, business cards and flyers in our office. We can also display flyers and company newsletters on a first-come, first-serve basis. Promotional materials can be dropped off at the Chamber office during business hours.

**End of Town Signs** - Looking to promote an upcoming event? Weather permitting, the NOACC offers members the opportunity to promote their events on the signs at the end of town. Please note that the signs are not available May 20 to June 20 for Market Day and September 24 to October 24 for Harvest Day. Signs are available on a first-come, first-serve basis and at the discretion of the Chamber.

**Job Board** - Is your company or organization hiring? The Chamber website features a job board where member businesses can post their job openings. Simply email the job description to [info@newoxford.org](mailto:info@newoxford.org) and we will post the job for you!

**Mailing List** - Target your mailed communications and marketing pieces with a Chamber member mailing list. Members may request a mailing list of all fellow business members. The list will be sent to your company or organization electronically. Please note that the Chamber does not give out email addresses.

**Member to Member Eblasts** - Have an event or promotion you want fellow members to know about? We can help! Submit the content and images for the eblast, and we will send the message to all Chamber members on behalf of your business. Contact the Chamber for current prices. Content is accepted at the discretion of the Chamber.

If you are interested in joining the New Oxford Area Chamber of Commerce or have questions about member benefits, please contact Michaela Shaffer, Marketing & Membership Coordinator at (717) 624-2800 or [info@newoxford.org](mailto:info@newoxford.org).

## Marketing *continued*

**Mixers, Open Houses & Ribbon Cuttings** - If your business is celebrating an anniversary, new marketing initiative or just wants to showcase all its offerings, consider hosting a mixer! Mixers are a great opportunity to connect with other business leaders and community members while introducing attendees to your business. If you are a new business or recently expanded your business, the Chamber is happy to. Mixers, open houses and ribbon cuttings are promoted by the Chamber via eblasts, social media posts and the quarterly Chamber newsletter.

**Referrals** - When visitors come into our office, call us on the phone or email us for help finding a business, we are proud to be able to direct them to our member organizations. The Chamber always gives priority to its members when asked for a referral.

**Social Media** - The Chamber currently has a social media presence on Facebook, Instagram and LinkedIn. If you need help promoting upcoming events, the Chamber will share your business's event on our Facebook page. The Chamber has over 1000 followers on Facebook, which means you could easily reach an additional 1000 people at no added cost to you.

**Website** - With your Chamber membership, you receive a listing on our website - [newoxford.org](http://newoxford.org). The NOACC website also features an events calendar that showcases Chamber AND member events. Send an email to [info@newoxford.org](mailto:info@newoxford.org) with your event details to have it added to our website.

## Sponsorship

Sponsorship opportunities are available for both Market Day and Harvest Day. For detailed information about sponsorship, please reference the **2020 Sponsorship Opportunities Guide**. The Chamber also offers the Chamber Champion sponsorship for each newsletter. For more details on newsletter sponsorship and advertising, reference the **Newsletter Advertising Guide**.

## Events

**Market Day** - Held annually on the third Saturday in June, Market Day is one of the longest continuously running antique shows in the country and has one of the largest attendances of street shows in Pennsylvania. Over one hundred vendors offer a variety of crafts, food and antiques each year. Stay tuned in 2020 for improvements to this beloved event! Please note that Chamber members receive a \$20 discount on vendor spaces.

**Harvest Day** - Held annually on the fourth Saturday in October, Harvest Day features craft and food vendors as well as free activities for kids and a parade. Interested in promoting your business at the event? Chamber members receive a \$10 discount on vendor booths. There are also a variety of sponsorship and volunteer opportunities available.

**Tree Lighting** - A long-time New Oxford tradition, the annual tree lighting ceremony is always held the Saturday after Thanksgiving. This popular event brings together community members of all ages for a night of fun featuring free hot chocolate and cookies, caroling and a special visit from Santa. Interested in helping us continue this well-loved tradition? Help us decorate downtown New Oxford the Sunday before Thanksgiving. Don't forget to come out and enjoy the event too!

## Networking

**Breakfasts** - The Chamber hosts two general membership breakfasts annually. The purpose of the breakfasts is to welcome the Chamber's newest members, celebrate member achievements and allow our members to form new connections.

**Mixers** - Looking to meet like-minded business professionals? Be sure to attend a NOACC mixer. Mixers are a great way to connect with fellow business leaders and community members. If you are interested in potentially hosting a mixer, please refer to the **Marketing** section.