



Membership Benefits

New Oxford Area Chamber of Commerce

Marketing and Promotional Opportunities

All benefits listed below are included with your membership unless otherwise noted.

Brochure & Business Card Display - Members are invited to display their business cards, brochures and other promotional material items in the Chamber office as space allows. Promotional items can be dropped off Monday - Friday, 9 a.m. to 4 p.m.

Community E-Newsletter - In the summer of 2021, the Chamber launched a community e-newsletter. The e-newsletter is sent to community members at least once a month. Chamber members are welcome to share business news, event updates, community resources and job openings in the e-newsletter. For consideration, please email your information to info@newoxford.org - ATTN: Community E-Newsletter.

End of Town Signs - Looking to promote an upcoming event in New Oxford? Weather permitting, the Chamber offers members the opportunity to promote their events on the New Oxford signs at the east and west ends of town. Please note that the signs are not available around the time of major Chamber events, including Market on the Square and Harvest Day. Submissions **MUST** be events physically held in New Oxford. Signs are available on a first-come, first-serve basis and at the discretion of the Chamber.

Events Calendar - Members can submit events to our website event calendar at www.newoxford.org/events. Event submission is now easier than ever - simply click the "Submit Event" button at the link above and input your event information. Event postings are subject to approval by the Chamber.

Job Board - Are you hiring? The Chamber website features a job board for member businesses to share their job openings. Simply email the job description to 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. Please reference the *2023 Sponsorship & Advertising Guide* for current pricing. Content is accepted at the discretion of the Chamber.

Member Plaque - Member plaques are available for all business members to display at their physical location. Being a member of your local chamber helps to build credibility and trustworthiness within the community you serve. To request a plaque, please email info@newoxford.org.

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

Quarterly Newsletter - The Chamber is the proud publisher of a quarterly newsletter, available in both physical and digital formats. Members are invited to submit press releases and news to be included in an upcoming newsletter. Please email your news to info@newoxford.org for consideration.

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 or sharing information, let us know. We'd be happy to share your news on our Facebook page! The Chamber has over 2700 followers on Facebook, which means you could easily reach over 2700 more people at no added cost to your business or organization.

Website Listing - With your Chamber membership, you receive a listing on our website - newoxford.org. The Chamber website also features an events calendar that showcases Chamber and member events. Need to update your business listing? Let us know!

Weekly Eblasts - Members receive a weekly email update from the Chamber featuring information about upcoming events, business resources, member news and more. Members are invited to submit news and events for inclusion by emailing info@newoxford.org.

Educational Opportunities

Central Penn Partnership - Through our partnership with Central Penn College, we are pleased to offer our members an exclusive scholarship opportunity. Central Penn offers a variety of career-focused programs, including business administration, accounting, IT, marketing, communications, legal studies, healthcare, criminal justice and homeland security management. Central Penn has certificate, associate, bachelor's and master's programs available. There are a limited number of scholarships available annually, so please reach out to us if you or one of your employees is interested in taking advantage of this opportunity.

Lunch & Learns - Held quarterly, our Lunch & Learn series features programming relevant to both your professional and personal life. Topics vary each quarter; past topics include social media marketing and personal wellness. Sponsorships are available for this program. Have an idea for a future Lunch & Learn or interested in being a future speaker? Reach out to us!

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 façade improvements and business expansions. Machinery and equipment purchases are also eligible for loans. Working capital loans will be considered with strong collateral required. For more information, please visit: newoxford.org/idc.

PCI Insurance - As a member of our Chamber, your business or organization may be eligible for insurance through PA Chamber Insurance (PCI). PCI group acts as a broker, so each company is viewed as its own entity. In 2021, PCI announced a new Health Benefit Alliance (HBA) opportunity. The HBA program offers health insurance benefits for businesses of all sizes. The HBA partnership is a fully ACA-compliant program that offers a variety of comprehensive co-pay health plans for businesses and their employees. To request additional information, please email us at info@newoxford.org.

Networking Opportunities

Breakfasts - The Chamber hosts three 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 Chamber 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 and Promotional Opportunities* section.

Sponsorship & Advertising Opportunities

Please refer to the **2023 Sponsorship & Advertising Guide** for information about event and program sponsorship as well as digital marketing and advertising opportunities.

Discounts & Exclusive Pricing

Chamber members receive exclusive member pricing on all Chamber events, including Market on the Square, the Harvest Day Festival & Parade, breakfasts, Lunch & Learns and the Annual Awards Banquet.

Annual Events & Volunteer Opportunities

Market on the Square - Held annually on the third Saturday in June, the recently rebranded Market on the Square features approximately 150 vendors selling everything from antiques to artisan products to farmers market goods. Market on the Square is a great opportunity for member businesses, especially non-profits, to connect with the local community. Chamber members receive an exclusive \$20 discount on vendor spaces.

Harvest Day Festival & Parade - Held annually on the fourth Saturday in October, Harvest Day features approximately 100 craft, farmers market and food vendors as well as free activities for kids and a parade. Interested in promoting your business/organization at the event? Harvest Day is a great opportunity for members, especially non-profits, to connect with the local community. Chamber members receive an exclusive \$10 discount on vendor spaces.

Tree Lighting - A 100 year New Oxford tradition, the Annual Tree Lighting, 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. We also need help undecorating the circle as well in January. Don't forget to come out and enjoy the event too!

We are always in need of volunteers for all three events listed above. If you are interested in volunteering, please let us know by emailing us at info@newoxford.org.

New Member Exclusives:

Exclusive benefits for new members include:

- Listing in the next edition of the Chamber's quarterly newsletter
- Listing in the next weekly eblast
- Listing under "New Members" on Chamber website
- Complimentary registration to the next breakfast and opportunity to introduce yourself and your business
- Spotlight on social media

Ready to join the New Oxford Area Chamber of Commerce? Our membership application is available at newoxford.org/membership-application.

Questions? Please contact our Membership & Marketing Coordinator Jennifer Smith at (717) 624-2800 or info@newoxford.org.



**New Oxford Area
Chamber of Commerce**

27 Center Square, New Oxford, PA 17350

(717) 624-2800

info@newoxford.org • www.newoxford.org