

ADDITIONAL BENEFITS

We are pleased to provide the following additional benefits and costs based on your membership investment level.

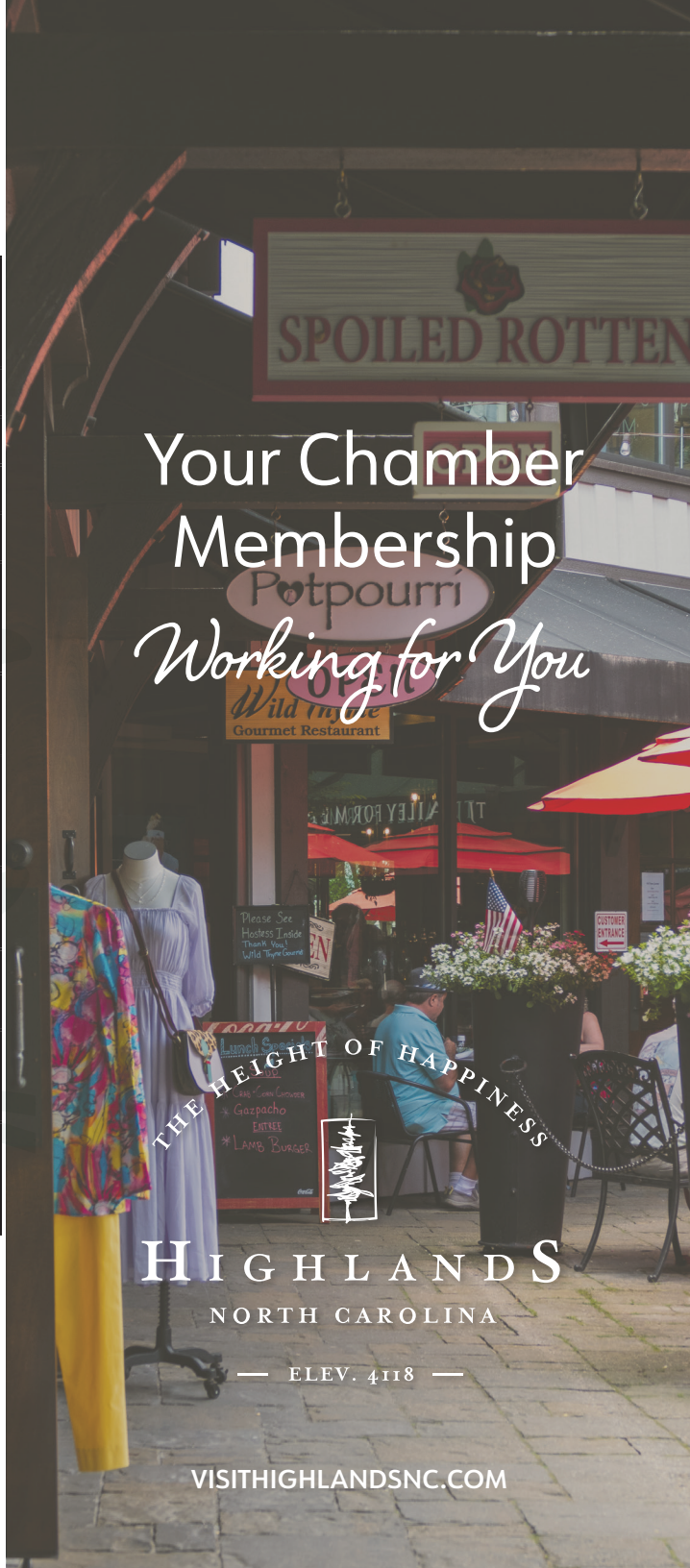
MEMBERSHIP LEVELS	LEADER	INVESTOR	PROMOTOR	SUPPORTER	MEMBER	NONPROFIT, ADDITIONAL BUSINESS OR SOCIAL (NON-BUSINESS)
MEMBERSHIP	\$250	\$250	\$250	\$250	\$250	\$150
ADVERTISING	\$1,745	\$1,245	\$745	\$245		
VALUE	\$2,850	\$2,100	\$1,600	\$600		\$250
YOUR COST	\$1,995	\$1,495	\$995	\$495	\$250	\$150
Listings by categories on website: visithighlandsncc.com & highlandschamber.org	X Ranked 1st	X Ranked 2nd	X Ranked 3rd	X Ranked 4th	X Ranked 5th	X Ranked 5th
Ad in <i>Experience Guide</i> – print and digital versions	X Full Page	X Half Page	X Quarter Page			
Listing in <i>Experience Guide</i> Business Directory – print and digital versions	X With logo	X With logo	X With logo	X With logo	X No logo	X No logo
Logo featured on Visitor Newsletter with link	X 1 time per year	X 1 time per year	X 1 time per year			
Facebook – Featured Post with link and/or tag	X 4 times per year	X 3 times per year	X 2 times per year	X 1 time per year		
Instagram – Featured Post with tag	X 4 times per year	X 3 times per year	X 2 times per year	X 1 time per year		
Stage and signage recognition at “Saturdays on Pine” concerts	X					

We are stronger when we work together.

Join us!



108 Main Street
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visithighlandsncc.com
BusinessServices@highlandschamber.org
828-526-5841



Your Chamber
Membership
Working for You

HIGHLANDS
NORTH CAROLINA

— ELEV. 4118 —

VISITHIGHLANDSNCC.COM

A Higher Approach

A great place to live is also a great place to visit and conduct business.

That's why we're committed to sustaining and building upon our thriving community while, at the same time, preserving what makes it special.

More than 74% of Highlands businesses are Chamber members. This is well above average, and we're proud of our strength in numbers!

Throughout the year, Highlands Chamber of Commerce/Visit Highlands, NC hosts events that enhance the quality of life for both residents and visitors alike, including:

Plateau Pickup
High Style
Volunteer Fair
Highlands Bagpipers
Outdoor Concert Series
July 4th Fireworks
Highlands Heritage
Community Shred Event
Halloween on Main
Light Up the Park & Main
Christmas Tree Lighting
Highlands Christmas Parade
Santa in the Park

Additionally, we host special programs such as Leadership Highlands and our Tourism Grant Program and sponsorships, which support local non-profit organizations.



OUR REACH

Our metrics tell the story. Through our various marketing and communication channels, we consistently draw strong followership and readership as we share Highlands, our happenings, and our business community.

Web: 3.5 million total impressions

Facebook: ~13,500+ followers

Instagram: ~19,500+ followers

The Experience Guide: 28,000 printed copies distributed across the southeast

Highlands Chamber News (weekly): Nearly 300 recipients; open rate 54% average

Visitor Newsletter (monthly): 3,500+ recipients; open rate 62% average

Google Business Profile: 2,700+ views, 1,400+ interactions and 245+ calls during first half of 2024

Welcome Center: 5,000+ visits, 3,000+ phone calls and 700+ emails annually

WORKING FOR YOU

Highlands Chamber of Commerce/Visit Highlands, NC works year-round to provide support and services in three primary areas: **Advocacy, Marketing and Connection.** The following benefits are offered to all members, regardless of investment level.

ADVOCACY

- Representation at local, state, and regional meetings
- Inclusion in surveys on important business issues



MARKETING

- Your brochure displayed at the Highlands Welcome Center
- Ribbon Cutting event for new businesses
- Ranked listing on visithighlands.com/highlandschamber.org

- Social media recognition when you join or renew

CONNECTION

- Invitations to Business After Hours events
- Membership decal
- Subscription to weekly Chamber newsletter
- Subscription to weekly Community newsletter
- Use of Chamber conference room
- Invitation to join exclusive members Facebook group
- Notification of educational opportunities

