

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	\$295	\$295	\$295	\$295	\$295	\$195
ADVERTISING	\$1,745	\$1,245	\$745	\$245		
YOUR COST	\$2,040	\$1,540	\$1,040	\$540	\$295	\$195
Listings by categories on website: visithighlandscnc.com & highlandschamber.org	Ranked 1st	Ranked 2nd	Ranked 3rd	Ranked 4th	Ranked 5th	Ranked 5th
Ad in <i>Experience Guide</i> – print and digital versions	Full Page	Half Page	Quarter Page			
Listing in <i>Experience Guide</i> Business Directory – print and digital versions	With logo and bold type	With logo and bold type	With logo and bold type	With logo and bold type	Bold type	Bold type
Logo featured on Visitor Newsletter with link	1 time per year	1 time per year	1 time per year			
Facebook – Featured Post with link and/or tag	4 times per year	3 times per year	2 times per year	1 time per year		
Instagram – Featured Post with tag	4 times per year	3 times per year	2 times per year	1 time per year		
Signage recognition at Outdoor Concert Series May-Sept and Chamber events.	X					

We are stronger together.

Join us!



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 Highlands, NC 28741
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 828-526-5841



THE HEIGHT OF HAPPINESS

HIGHLANDS
 NORTH CAROLINA
 — ELEV. 4118 —
VISITHIGHLANDSNC.COM

Built on What Matters Most

The qualities that make this a wonderful place to live also make it an exceptional place to visit and do business. We are dedicated to nurturing our thriving community while protecting the unique charm that defines it.

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
- Highlands Bagpipers
- Outdoor Concert Series
- July 4th Fireworks
- Highlands Heritage Jamboree
- Community Shred Event
- Halloween on Main
- Light Up the Park & Main
- Lighting of the Menorah
- Highlands Christmas Parade
- Santa in the Park

Additionally, we offer special programs such as Leadership Highlands, Lunch & Learns, and Women in Business.

We also provide Tourism Grants and Marketing Sponsorships to support local nonprofit organizations.



OUR REACH PROVEN AND GROWING

Our metrics tell the story. Across our marketing and communication channels, we consistently engage a loyal and growing audience while sharing Highlands, its happenings, and its business community.

Website: More than 200,000 visits annually

Facebook: 21,000+ followers

Instagram: 27,000+ followers

The Experience Guide: 25,000 printed copies distributed across the southeast and a digital version available online

Visitor E-Newsletter (monthly): 5,000 recipients; open rate 62%, on average

Highlands Community E-Newsletter (weekly): More than 500 recipients; open rate 52%, on average

Highlands Chamber E-Newsletter (weekly): Nearly 400 recipients; open rate 61%, on average

Welcome Center: 4,500 visits, 2,500 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 and those celebrating milestone anniversaries
- Business Guide brochure with map and directional signage around town
- An online job board

- Ranked listing on visithighlandsnc.com/highlandschamber.org
- Social media recognition when you join or renew
- Comprehensive online events calendar and printing monthly calendars distributed throughout town.

CONNECTION

- Invitations to Business After Hours events
- Subscription to Chamber and Community E-Newsletters.
- Use of Chamber conference room
- Invitation to join exclusive members Facebook group
- Notification of educational opportunities

