



Chamber Member Perks program. This will support Chamber members in marketing their business to over 5,000 social media followers and provide exclusive benefits to members only.

Member Eligibility:

- The Perk Provider must offer an exclusive perk to fellow members for 7 days or through their hours of operation for the week they are scheduled
- Perks will be scheduled first come, first serve
- Perks must be a free item with no purchase necessary or a significant discount to members only
- Perk Providers can also create a social media perk for all consumers (this can be whatever you would like, no restrictions)

As a participating perk provider, you will receive:

- Personal Email blast to 2,000 members showcasing the member perk (Tuesday)
- Social Media Post for Social Media Perk (Wednesday)
- Video Highlight of business on social media with over 5,000 followers (Friday)

Redemption:

- Members will be asked to show the member perk email (print or digital) that the Chamber sent at the place of business to redeem the perk
- If that is not possible, the Chamber will work with you to assist in redemption

Perk Provider Responsibility – to avoid any delays in marketing

- Send image of the product that you will be marketing and business logo two weeks prior to your perk launch date – jpesce@waterburychamber.com
- Review talking points and confirmation who will be in the video one week prior to live social media video via zoom with Julie and Courtney Ligi
- Post Member Perk Flyer that will be emailed to you one week prior to your perk launch date
- The member must offer the perk for 7 days or through their hours of operation for the week they are scheduled
- Member will review the Member Perk Email before it is sent to all members

Chamber Member Perk Week Schedule

- **Tuesday** - Member perk sent in eblast to all members
- **Wednesday** – Social Media Perk launch on social feeds
- **Friday** - Live social media video at your business at 1:30 PM with Julie & Courtney

Live Social Media Video can include and will be determined between each party:

- Showcase of your products and services
- Walkthrough of your location
- One on one interview
- Or whatever you can think of to be unique and catchy 😊

Questions, Contact the Chamber at 203-757-0701 – Julie Pesce jpesce@waterburychamber.com or Courtney Ligi cligi@waterburychamber.com