

# Be included in the first welcoming package that new residents and businesses receive!

**Purpose:** The New Neighbor Program is designed to:

**W**elcome new residential and business neighbors to  
Des Plaines

**E**xpose newcomers to your business, product or service

**L**ink new residents to business and new businesses to business

**C**reate a sense of community by developing long-term  
customers

**O**btain neighbor lists for follow-up marketing

**M**aximize your company's visibility, profitability and  
marketing efforts

**E**ncourage "Shop Des Plaines and Shop Chamber First"

## **Participation Benefits**

1. Advertise your business in a direct and personal manner **BEFORE** shopping patterns or business loyalties are established.
2. Have your business recommended by the Chamber
3. Receive monthly list (Excel spreadsheet) of new neighbor names and addresses
4. Follow up individually or as a group
5. Provides a cost effective form of advertising
6. Develop new customer relationships and expand your customer base
7. Includes residential list of homes, condos, and apartments

## **The Program**

The New Neighbor program gives your business a choice to welcome either new residents and/or new businesses to Des Plaines. The program is designed to help make their transition to the Des Plaines community as smooth as possible. Both programs are available **ONLY** to the Chamber member businesses.

### **New Resident Program** (*Averages over 100 new residents each quarter*)

A welcome packet is mailed to each new resident within the corporate boundaries of Des Plaines and includes a welcome letter from the Chamber, the Chamber's Community Guide and Business Directory, a community street map, a variety of community information plus YOUR promotional pieces such as coupons, discount or introductory offers, certificates for free welcome gift, etc., along with others from participating member businesses.

### **New Business Program** (*Averages 20-30 new businesses each quarter*)

This is your opportunity to reach out and touch new businesses and business owners in Des Plaines. A special "Welcome to Des Plaines" packet will be **HAND DELIVERED** and filled with promotional materials that include a welcome letter, the Chamber's Community Guide and Business Directory, community street map, a variety of community information and an interesting assortment of promotional and specialty gifts, introductory offers and discount coupons provided by YOUR BUSINESS and other participating Chamber member businesses.

(please print)

## **New Neighbor Contract**

Company \_\_\_\_\_

Address \_\_\_\_\_ Zip \_\_\_\_\_

City \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### **New Neighbor Program**

- \$50- quarter  
 \$100- Six month contract

### **New Business Package**

- \$50- quarter  
 \$100- Six month contract

### **Payment Method- Check One**

Check Enclosed For \$ \_\_\_\_\_

Credit Card:  MC  VISA

Name on Card \_\_\_\_\_

Card# \_\_\_\_\_

Exp. Date \_\_\_\_\_ VCode \_\_\_\_\_

Signature \_\_\_\_\_

*Please return contract, payment, and  
promotional materials to:*

**Des Plaines Chamber of Commerce & Industry**  
1401 Oakton Street, Des Plaines, IL 60018

### Cost of Participation

Choose which package is best for you!

#### **New Neighbor Program:**

Now averaging over 150 each quarter

**\$50** per quarter-or-

Six-month contract- **\$100**

#### **New Business Program:**

20 - 30 average each quarter

**\$50** per quarter or-

Six-month contract- **\$100**

New Business Welcome Packets are sent out each month.

### Registration

To participate, please read, complete and sign the Program Contract and return with your payment. Renewal notices will be sent according to your participation level.

For quarterly contract participants, you must provide the Chamber with a three-month supply of your promotional materials.

For six-month contract participants, you must provide the Chamber with a full six-month supply of your promotional materials.

The Des Plaines Chamber of Commerce & Industry reserves the right to deny any materials submitted for distribution through the New Resident or New Business program.

**Des Plaines Chamber of Commerce & Industry**

*www.DesPlainesChamber.com*

*www.DesPlainesChamber.com*

*info@dpchamber.com*

**Phone: 847-824-4200 ☎ Fax: 847-824-7932**

Des Plaines, IL 60018

1401 Oakton Street

**Des Plaines Chamber of Commerce & Industry**

For Information, contact:

Des Plaines Chamber of Commerce & Industry

## **Target new residents, new businesses... or both!**

*Place your coupons, literature, information, or advertising materials in our monthly new resident mailings, or new business deliveries!*



# **New Neighbor Program**

