

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

PURPOSE: The New Neighbor Program is designed to

Welcome new residential and business neighbors to Des Plaines

Expose newcomers of your business, product or service

Link new residents to business & new businesses to business

Create a sense of community by developing long-term customers

Obtain neighbor lists for follow-up marketing

Maximize your company's visibility, profitability and marketing efforts

Encourage "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 Chamber member businesses.

■ **New Resident Program** (*Averages over 100 new residents monthly*)

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 (or information how to obtain one), 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 15-20 new businesses monthly*)

This is your opportunity to reach out and touch new businesses and business owners in Des Plaines. A special "Welcome to Des Plaines" cardboard briefcase will be HAND DELIVERED and filled with promotional materials that include a welcome letter, the Chamber's Community Guide and Business Directory (or information how to obtain one), 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.

COST OF PARTICIPATION

(As of June, 2005)

Choose which package is best for you!

■ **New Neighbor Program:**

Now averaging over 100 each month

\$50 per month -or-

Six-month contract - \$270 (Save \$30)

■ **New Business Program:**

15 - 20 average each month

\$30 per month -or-

Six-month contract - \$150 (Save \$30)

■ **Combined Welcome Package:**

New Residents AND New Businesses

120 monthly average

\$75 monthly -or-

Six-month contract - \$400 (Save \$50)

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 monthly contract participants, you must provide the Chamber with a three-month supply of your promotional materials. (Printed or flat materials only, max. letter size.)

For six-month contract participants, you must provide the Chamber with a full six-month supply of your promotional materials. (Size dependent on size of briefcase)

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

NEW NEIGHBOR CONTRACT

Please print

Company _____
Address _____
City/Zip _____
Telephone _____
Fax _____
Email _____
Contact Name _____
Title _____
Date _____
Authorized Signature _____

New Resident Package (Check one)

___ \$50 monthly
___ Six month contract @ \$270

New Business Package

___ \$30 monthly
___ Six month contract @ \$150

Combined Package

___ \$75 monthly
___ Six month contract @ \$400

Payment method – Check One

___ Check enclosed for \$ _____
Credit Card ___ MC ___ VISA
Name on Card _____
Card # _____
Exp. Date _____
Signature _____

Please return contract, payment and promotional materials to:

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

New Business Welcome cases are personally delivered



Des Plaines Chamber of Commerce & Industry



New Neighbor Program



New Resident packets are mailed directly to homes, condos and apartments.



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

For information, contact:

Des Plaines Chamber of Commerce & Industry
1401 Oakton Street
Des Plaines, IL 60018
4200-4200-4200 • Fax: 847-824-7932
info@dpchamber.com
www.DesPlainesChamber.com

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

