



The Rockford Chamber of Commerce is proud to celebrate its 63rd year at building business and community in Rockford. We are taking that history and moving forward with plenty of new opportunities for our membership.

The Chamber staff, along with help from its many committees, is working hard to make membership a benefit. Below are some of the benefits you can enjoy with a Chamber Membership.

A nationwide survey of 2,000 adults nationwide, commissioned by the American Chamber of Commerce Executives with support of Small Business Network, Inc., showed that:

When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it, and they are 63% more likely to purchase goods or services from the company in the future.

Rogue Review

- Exclusive Chamber newsletter, published quarterly on the Chamber website, emailed to community and Chamber members and posted on social media. Advertising and editorials opportunities are available exclusively to Chamber members.

Quick Hits

- Email blasts that reach over 600 active and connected Chamber members in a direct email program by and for Chamber members. Please provide at least 2 weeks' notice.

Social Media

- The Rockford Chamber of Commerce Facebook page continues to gain followers. We are able to share your upcoming news on this page for additional advertising.

Media Savings

- The Chamber invest thousands of dollars annually on co-advertising and co-marketing contracts including group ads with its members

Welcome Bags

- The largest and most inclusive welcome bag program for the Rockford area. Distributed through Rockford Schools and local realtors. A \$200 value, free to Chamber members.

Start of Summer and Santa Parades

- They're Rockford traditions and they reach thousands. Chamber members get 1 free entry in each parade, a \$100 savings.

Lobby and Welcome Center Marketing

- Place your promotional materials in the Chamber office and/or at the downtown Rockford Welcome Center, at no cost.



Rockford EXPO

- The largest community EXPO in the area. Chamber members save \$150 on priority placement at this annual community event.

Rockford Cash

- A community currency program, certificates that are purchased online and spent at any of the 60+ participating member businesses. There is no cost to join. This drives business and revenue to local businesses.

Networking Opportunities

- Chamber Network Circle
- Chamber Bi-Monthly Luncheons
- Chamber After Hours
- Chamber Business Builders Breakfast
- Chamber Third Thirsty Thursday
- Chamber Annual Golf Outing
- Chamber Annual Dinner

Education

- Chamber University (ChamberU)
- S.C.O.R.E.
- Small Business Development Center
- Facebook Training through RCC

Annual Events

- Rockford Community EXPO
- Start of Summer Celebration
- Harvest Fest
- Trunk or Treat
- Discover a Rockford Christmas

Perks

- Free* use of Chamber copier and fax *contact office for details
- Free use of Chamber conference room
- New Business Ribbon Cuttings, Groundbreakings, etc.
- Member celebrations & Open Houses
- Chamber Website posting – creates a business directory and promotes your business linked to your website *enhanced listings available to add to your membership
- Website benefits – Post your job opportunities, Member-to-Member Discounts, register for events, secure sponsorships and renew your membership!