

ELEVATE YOUR BRAND WITH US

Whistler
Chamber



2023

PROMOTIONS & PARTNERSHIPS

ADVERTISING & BUSINESS
ENGAGEMENT OPPORTUNITIES

 making business *better*.

ABOUT US

THE WHISTLER CHAMBER

Established in 1966, the Whistler Chamber of Commerce is the voice of Whistler business. By nurturing a diverse, sustainable, and collaborative business community we strive to create a healthy resort economy. We connect our Members to business and networking opportunities, education and benefits. We represent our Members' interests as an advocate to all levels of government.

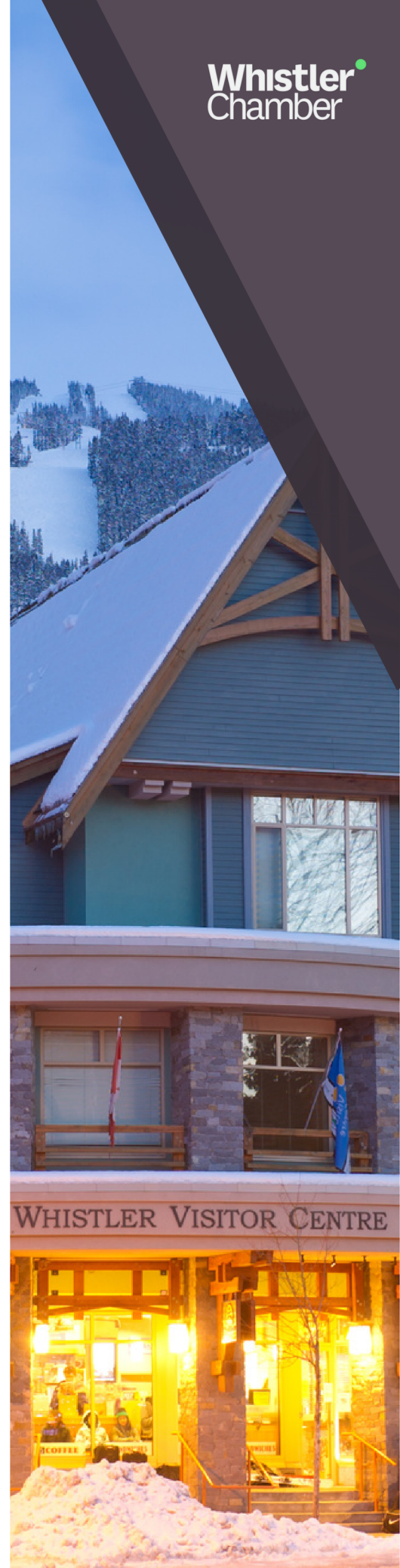
With nearly 700 Members – we are the voice of business in Whistler and the steward of the resort-wide customer service solution, The Whistler Experience which has trained over 25,000 people since 2014.

ELEVATE YOUR BRAND WITH US

Successes are amplified through partnerships, and we have a LOT of different innovative opportunities to help you elevate your business in the local market.

For further information about any of the opportunities you see in this package, please contact Jacquie McLean, Marketing & Communications Manager; marketing@whistlerchamber.com or 604.932.5922, ext 961

We thank you for your continued support of the Whistler Chamber of Commerce and your interest in promoting your business with us.



REACH AT A GLANCE

OUR GLOBAL WEB NETWORK



OUR MEDIA REACH



235K

Annual Website views



9.4k

Social Media Audience



6.7K

eNews active subscribers



5.8K

Annual Event Attendance



700

Whistler Chamber
Membership



10k

Local Print Weekly
Circulation*

*The Whistler Chamber runs promotional print ads for events exclusively in [The Pique newsmagazine](#), this stat relates to Pique Newsmagazine's weekly circulation. All other stats are based on Whistler Chamber owned media.

PROMOTE WITH US

ADVERTISING

Elevate your brand and make an impact where it counts by advertising with the Whistler Chamber - at exclusive Member prices*!

Advertising with us is an easy and affordable way to promote your products, services or special events to the local community. Connect with our network through advertising opportunities on our website, and through our weekly eNewsletter: "Business This Week".

Members: You may have advertising credits included in your membership tier; Grow Members have \$150 per year and Influence Members have \$300 per year. Take a look at the inclusions of your tier and make the most of your membership!

eNEWSLETTER

Market your business directly to local business owners and their employees! The Chamber publishes its weekly eNewsletter "Business This Week" on Tuesdays to over 6,700+ subscribers including 700+ Member businesses throughout Whistler and the Sea-to-Sky.

Member News Advertorial

Get your message direct to our 6,700+ email database with an advertorial! Perfect for providing potential clients and customers with detail about what you do, a specific promotion, ongoing offer or event.

Provide 75 - 150 words with an eye catching image (no text) and link to the website or page of your choice. With only one per issue, your message is the focus.

Ad Specs:

- JPEG or PNG Image
- 800px wide x 300 px tall
- 75 - 150 words of copy
- URL link to your promotion

Cost per issue:

- \$150 - 1 issue
- \$220 - 2 issues (\$110 per issue)
- \$340 - 4 issues (\$85 per issue)

*Non-Members: Rates available at a 15% premium. All advertising must be paid for prior to ads running.



ADVERTISE WITH US

eNEWSLETTER

Banner Advertisement

Get your brand in front of our 6,700+ email database, perfect for events messages, limited time specials, and brand or business awareness.

Provide a banner image with an eye catching image and minimal (less than 30%) text with a live link to your promotion webpage, flat sheet, or social media page.

Ad Specs:

- JPEG or PNG Image, or PDF document
- 800px wide x 300px tall
- URL link to your promotion

Cost per issue - Premium Placement (first ad our readers see):

- \$75 - 1 issue
- \$140 - 2 issues (\$70 per issue)
- \$240 - 4 issues (\$60 per issue)

Cost per issue - Footer Placement (outstanding value):

- \$65 - 1 issue
- \$120 - 2 issues (\$60 per issue)
- \$200 - 4 issues (\$50 per issue)

WEBSITE

Banner Advertisement

Our website homepage is the perfect platform to elevate your business and brand.

- All web ads are linked to the website URL of your choice or choose to drive connection by linking to your social media page
- The Chamber website averages 5,000+ visits per week, increasing to approximately 8,000+ during the fall and early winter

Ad Specs:

- JPEG or PNG image
- 1300px wide x 300px tall
- URL link to your promotion

Cost:

- \$250 - 1 week (web banner ads run for a minimum of 1 week)
- \$400 - 2 weeks (\$200 per ad)
- \$640 - 4 weeks (\$160 per ad)

**Non-Members: Rates available at a 15% premium. All advertising must be paid for prior to ads running.*

ADVERTISE WITH US

VALUE PACKAGES

Promote your brand or offer effectively with ad packages built for your convenience and designed to ignite interest, provide detail and reiterate your promotion.

Signature Campaign Pack

Great for special events, limited time offers and deals, or generating new brand awareness.

- 1x Member News
- 2x Premium Banner ads
- Total Value \$300.00

Cost: \$225 (saving up to \$75)

- ads must be booked consecutively over a three week period
- valid for six months
- Members can apply ad credits

Serial Ad Pack

Perfect for multiple promotions, utilizing different channels over three to six months.

- 2x Member News
- 3x Premium Banner ads
- 1 x Footer Banner ad
- 2 week Homepage Banner ad
- Total Value \$1090.00

Cost: \$700 (saving up to \$390.00)

- Ads can be booked anytime
- Valid for 12 month period
- Members can apply ad credits

Ultimate Brand Awareness Pack

Be top of mind when it matters. Use consistent messaging and promotions to stay top-of-mind with your audience.

- 4x Member News
- 6x Premium Banner ads
- 3x Footer Banner ad
- 6x weeks Homepage Banner ad
- Total value \$2745.00

Cost: \$1800 (saving up to \$945.00)

- Ads can be booked anytime
- Valid for 12 month period
- Members can apply ad credits

Learn more at go.whistlerchamber.com/elevate



PARTNER WITH US

SPONSORSHIPS & PARTNERSHIPS

Successes are amplified through partnerships. The Chamber's innovative programs & events provide numerous opportunities that can help you elevate your business in the local market and drive brand awareness.

PROGRAMS

The Whistler Experience®

The Whistler Experience® Program

The Whistler Experience® Program is a community-unified effort to help Whistler create outstanding service experiences and uphold Whistler's reputation for incredible customer service. Since its inception in 2014, the program has trained over 25,000 Whistlerites, building powerful experiences for our workforce and customers alike.

Program participants are eligible for exclusive benefits including the Whistler Blackcomb Spirit Pass, Whistler Spirit Transit Pass and exclusive deals and discounts for local businesses. Bring your brand to Whistler's working community by becoming a program partner!

The largest community engagement program in Whistler, these partnerships provide direct access to an attentive and ready to spend audience consisting of 2000+ participants per year, spanning frontline workers, managers and business organisations.

Partnership opportunities include:

- SOLD OUT** 2x Presenting Partners
- 4x Workshop Partners
 - Develop an online training module as a qualifying course for The Whistler Experience® Program.
 - All participants are required to complete a training course of their choice to qualify for the Whistler Experience® Program each year.
 - Training courses remain available online, on-demand, for 12 months.
- Misc. Community Benefits Providers
- Featured Benefit provider
 - Launch Season (September - November)
 - Festive Season (December - February)
 - Spring season (March - May)

Thank you to our Presenting Partners:



Learn more at go.whistlerchamber.com/spirit

PARTNER WITH US

PROGRAMS



Chamber Après

Elevate your business and your Whistler social capital at Chamber Après – where we network with purpose.

Once a month, the Chamber invites business owners and decision makers to visit new and existing businesses in town. Each event has a theme specific to that business or organization, that enables attendees to try out a new activity, from wine-pairing to puzzles – built to break the ice while you flex the brain and yes, cocktails are always a key ingredient.

With only nine venue host spaces per calendar year, this is one partnership you can make your own - don't miss out.

Take advantage of the spotlight and make Chamber Après your own:

- Take the opportunity to speak to, talk of and educate Whistler's business community about your business offerings
- Showcase new products, services, menu, décor or share updates
- Get creative and engage the crowd with an activity to showcase your organization; a tour, tasting or something unique to your business
- Each host has the opportunity to organize their Chamber Après in their own way while the Chamber team manages the registration and spearheads the marketing for your event including: Chamber Après dedicated promotions across social media, direct marketing and on our website.

Learn more at go.whistlerchamber.com/apres



PARTNER WITH US

SIGNATURE EVENTS



Whistler Excellence Awards

Whistler's annual business and community awards build brands and honour local legends. The Whistler Excellence Awards are our chance to celebrate Whistler's innovators, trailblazers and community cultivators!

For over fifty years, the Chamber and its partners have been supporting and celebrating Whistler's business community and individuals. Since its inception in 2012, the Whistler Excellence Awards Gala Dinner is an evening dedicated to honouring excellence in the areas of service, innovation, sustainability, outstanding leadership in the arts, business and community service.

Sponsorship opportunities Include:

- 1x Presenting Partner
- 2x Reception Partners
- 8x Award Partners
- Misc. Community Sponsorships

Learn more at go.whistlerchamber.com/WEA

PARTNER WITH US

SIGNATURE EVENTS



Whistler Business Golf Challenge

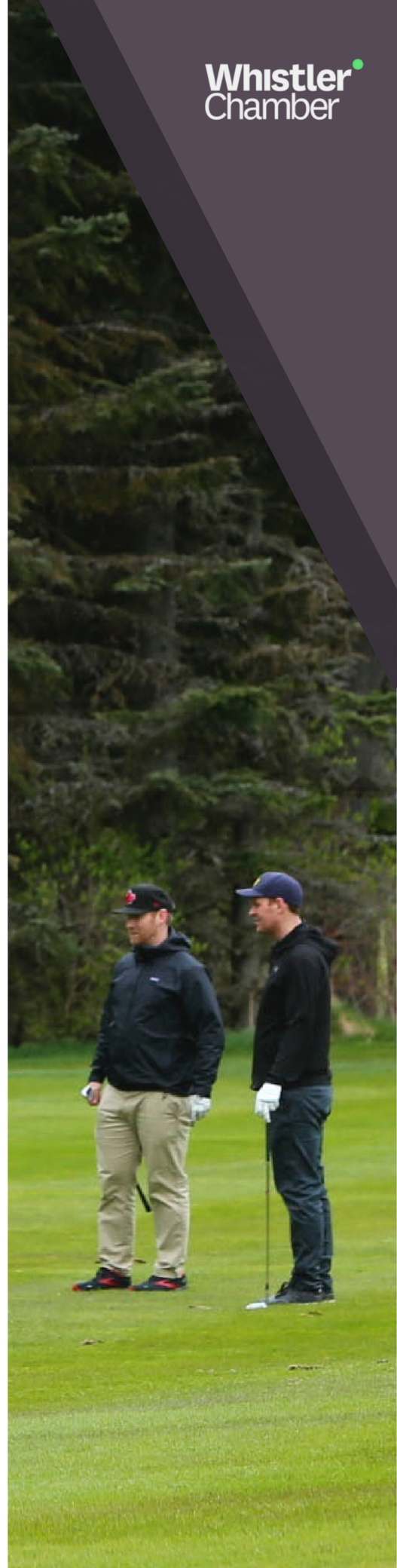
The Whistler Business Golf Challenge is the Whistler Chamber's premier networking event of the year. Fun and accessible, it is among many events that our Members look forward to every year!

This sell-out tournament hosts over 100 golfers for an 18-hole scramble that includes power carts, dinner and a variety of prizes from local businesses. With various sponsorship levels and options designed to maximize exposure for your business, get in the game today!

Sponsorship opportunities Include:

- 1x Presenting Partner
- 1x Dinner Host
- 1x Libation Host
- 2x Reception Hosts (opening reception or Après)
- 1x Cart Partner
- 1x Hole in One Partner
- 12x The wHOLE Package
- 5x Hole Activation
- 1x Door Prize Partner
- Misc. Community Sponsorships

Learn more at go.whistlerchamber.com/Golf



PARTNER WITH US

CALENDAR EVENTS



Power Lunches

The Chamber's Power Lunches deliver speakers and panels that bring fresh perspectives and real solutions to make business better. With world-class business inspiration, these dynamic luncheons leave attendees feeling energized and empowered to elevate their business.

Align your organisation as a Presenting Partner, or provide a fun networking activity to get your business on the table at one of these special events.

3-Part Event Series

- Winter
- Spring
- Summer

Sponsorship opportunities Include:

- 1x Presenting Partner
- 1x Gold Partner
- 1x Registration Partner
- 1x Networking Partner
- Misc. Community Partnerships



Equity, Diversity & Inclusion (EDI) Series

These informative and social events are an excellent platform to showcase your business and its products and services to the Whistler business community.

Each event allows Partners to connect directly with a large pool of potential clients and customers. Plus, as this series is still in development you could have the chance to get involved in designing an event as part of the series!

4-Part Event Series

- Cocktail event
- International Women's Day Evening Panel Discussion
- Cocktail event 2
- Mental Well-being / 2SLGBTQIA+ Panel

Sponsorship opportunities Include:

- Presenting Partner
- Gold Partner
- Community Partnership
- Networking Sponsor



PARTNER WITH US

CALENDAR EVENTS



Advocacy in Action Series presented by TD

There is power in the network. Through regular touch points with our Members and a robust annual schedule with our advocacy committee, we keep our finger on the pulse, developing timely advocacy efforts that help elevate Whistler's business.

These sessions are a great chance for Members to discuss important issues, with the format alternating between specific focus topics and general roundtable discussions.

6 Part Event Series

- | | | |
|------------|---------|--------------|
| 1. January | 3. May | 5. September |
| 2. March | 4. July | 6. November |

Sponsorship Opportunities Include:

- 1x Presenting Partner



The EDGE: Business Bootcamp

These short, power-packed training sessions are designed for business owners, entrepreneurs and managers to gain the tools and strategies to help their business gain a competitive "edge".

With a focus on different key elements of business, this programming helps you build your business toolkit, deepening your knowledge and strengthening practical skills you can implement in your business.

6-Part Workshop Series*

- | | |
|-------------------------|----------------------|
| 1. Financing & Pitching | 4. Brand Building |
| 2. Digital Marketing | 5. Find Your Finance |
| 3. HR and R&R | 6. Mentorships |

Sponsorship Opportunities Include:

- 1x Presenting Partner
- Content Partner: develop the content for one of the bootcamp topics above and present directly to attendees!

Learn more at go.whistlerchamber.com/Events

*Content and topics subject to change



ELEVATE YOUR BRAND

CONNECT WITH OUR TEAM

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