

Your Business Advantage

Yarmouth Chamber of Commerce

MARKETING & SPONSORSHIP OPPORTUNITIES



yarmouthcapecod.com

DISCOVER THE POSSIBILITIES INSIDE...

Exclusive Marketing Opportunities for YCC Members

Elevate your marketing efforts with these exclusive advertising opportunities, available only to members of the Yarmouth Chamber of Commerce! These packages provide a unique advantage, allowing you to connect with engaged residents and travelers and maximize your brand visibility within the Yarmouth community.

☐ **Enhanced Chamber Membership + \$1,000**

Unlock exclusive marketing benefits and amplify your business growth with an Enhanced Chamber Membership! For an additional \$1,000, boost your brand awareness, drive traffic, and connect deeper with the Yarmouth community.

All business member benefits plus...

Enhanced Visibility & Marketing:

- Enhanced Chamber website listing
- Logo in monthly newsletter & engagement email
- Logo in quarterly tourism newsletter
- Logo displayed at Business Connect & signature events
- Logo printed on annual meeting program
- Graphic ad on Route 28 Visitors Center digital display
- Three-month website banner ad
- Three e-blasts
- Three social media posts

☐ **Route 28 Visitor Center Marketing**

Chamber Member Exclusive

Reach 13,000 engaged travelers annually at our Route 28 Visitor Center! Our knowledgeable staff ensures your message reaches visitors eager to explore Yarmouth and Cape Cod.

Options:

Wall Advertisement (9.5" x 22"): \$250

- Capture attention with captivating visuals: Showcase your brand with a wall advertisement in our Visitor Center.

Digital Display: \$500

- Reach a wider audience with dynamic displays: Feature your business year round on our Visitor Center digital monitor with a static ad or 15-second video loop.

Member Only Bonus: Display your brochures at the Yarmouth Visitors Center!

☐ **Eblast Marketing**

Chamber Member Exclusive

Reach 500 + local business members with targeted eblasts! This Chamber membership add-on drives traffic to your website or storefront, increasing brand awareness and sales.

Options:

- **Single Eblast: \$50**
- **3-Pack of Eblasts: \$125** (Save \$25)
- **5-Pack of Eblasts: \$175** (Save \$75)

*\$50 more per eblast for YCC to design

☐ **MidCape Magazine Advertising**

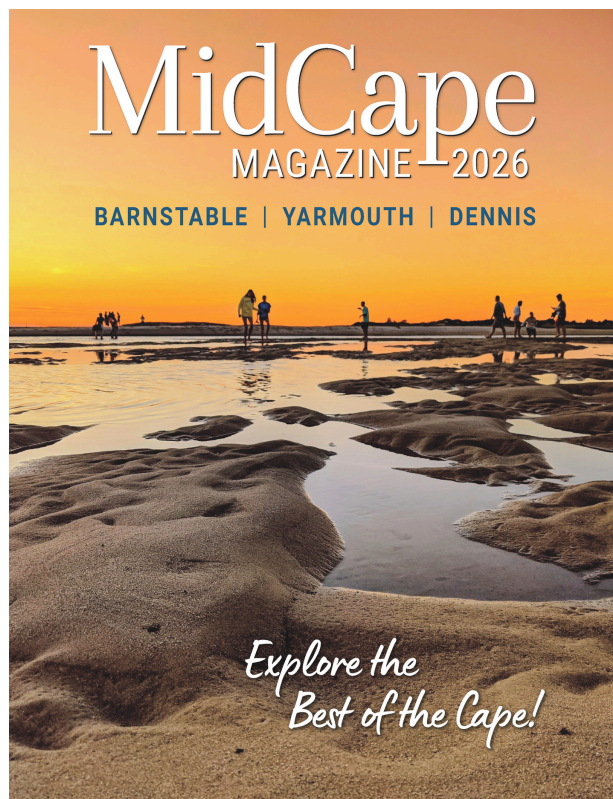
Chamber Member Exclusive Rate

Reach 35,000 Cape Cod Readers with Exclusive Member Discounts! Advertise in MidCape Magazine 2026 and connect with residents and visitors seeking local businesses. Boost brand awareness, drive traffic, and enjoy discounted rates on various ad sizes.

Advertising Options:

- **¼ Page:** \$1,205
- **½ Page:** \$2,225
- **Full Page:** \$3,075

Bonus: Enhanced MidCape Directory Listing: All Chamber members are listed in the directory, full-page advertisers receive enhanced listing (\$300 value).



☐ **Host A Business Connect Event**

Chamber Member Exclusive

Elevate your brand and connect with local business leaders by hosting a Yarmouth Chamber Business Connect event! As the host, you'll gain prime visibility and a platform to showcase your business to a highly engaged audience, all at no cost.

*Inquire about available dates

Cape Cod Welcome Center Marketing Packages

Maximize your brand's visibility with the Cape Cod Welcome Center, located on Route 6 Eastbound. Each year, 30,000 visitors step inside, and 120,000 utilize our facilities. Visitors enter the center to seek the best dining, lodging, cultural, and family attractions Cape Cod has to offer. Managed by the Yarmouth Chamber of Commerce, and supported by MassDOT, Barnstable County and the Cape Cod Chamber, we offer diverse marketing packages—including wall advertisements, digital displays, indoor and outdoor signage, and brochure showcases. Open daily from Memorial Day through mid-October, **the Welcome Center provides 20 weeks of consistent, high-impact exposure.**



COMBINABLE WELCOME CENTER MARKETING PACKAGES

- ☐ **Welcome Center Essentials Package**
\$250 (\$1.68 / Day)
 - Boost brand awareness: Showcase your brochures and rack cards in our high-traffic Route 6 Welcome Center.
 - Drive traffic to your website: Feature your website address and QR code on printed materials.

- ☐ **Wall Advertisement Package**
\$250 (\$1.68 / Day)
 - Capture attention with captivating visuals: Showcase your brand with a wall advertisement inside the Route 6 Welcome Center (9.5" x 22").

- ☐ **Indoor Digital Display Package**
\$500 (\$3.36 / Day)
 - Reach a wider audience with dynamic displays: Feature your business on the Cape Cod Welcome Center indoor digital monitor with a static ad or 15-second video loop.

- ☐ **Restroom Advertising Package**
\$500 (\$3.36 / Day)
 - Target restroom traffic: Feature your brand on a panel advertisement in the high-traffic restrooms.

- ☐ **Outdoor Digital Display Package**
\$1,000* (\$6.71 / Day)
 - Reach an even wider audience with an outdoor dynamic displays: Feature your business on the Route 6 Welcome Center outdoor digital monitor (faces the parking lot) with a static ad or 15-second video loop.***Inquire about Outdoor Digital Ad Tailored Options: Timeline & Pricing.**



Yarmouth Chamber Event Sponsorship Packages

Maximize your brand visibility and connect with a diverse audience by sponsoring a Yarmouth Chamber event! Showcase your business, reach potential customers, and demonstrate community commitment through high-profile events tailored to your marketing goals.

☐ Annual Meeting Sponsorship Package

Connect with 100+ of Yarmouth's business and community leaders at our Annual Meeting & Awards Dinner! Sponsor this October event to demonstrate your commitment to the community and gain valuable networking opportunities.

Sponsorship Levels:

Community Builder (\$250)

- Gain online recognition: Be featured in eblasts and social media posts about the event.
- Boost your website traffic: Get a link to your website on the event listing page.

Prosperity Promoter (\$500)

- All "Community Builder" benefits, PLUS:
- Increase brand awareness: Showcase your logo on the event invitation and centerpieces.
- Generate social buzz: Get a dedicated social media post about your business.

Visionary Leader (\$1,000)

- All "Prosperity Promoter" benefits, PLUS:
- Share your expertise: Have a speaking opportunity at the meeting.
- Network with key leaders: Receive two tickets to the dinner.
- Enhance your visibility: Get your logo on the meeting program and event video highlights.
- Maximize your reach: Place your promotional materials at each place setting to ensure all attendees see your message.

☐ Online Auction Sponsorship Package

Exclusive Opportunity!

Maximize your brand visibility and support the Yarmouth Chamber by sponsoring our Online Auction! This ten day November event features 100+ donated items and attracts hundreds of bidders. Connect with engaged online shoppers and showcase your commitment to local businesses.

Treasure Hunter (\$1,000)

- Drive traffic to your website: Get your logo on the auction website with a link to your site.
- Reach online shoppers: Be promoted in online event listings, eblasts, and flyers.
- Increase social media engagement: Enjoy social media promotion throughout the auction.
- Showcase your products or services: Get a prominent feature of your donated item in the auction.
- Gain post-event recognition: Be thanked and acknowledged after the auction concludes.
- Expand your reach: Be mentioned in digital event ads promoting the auction.

☐ Summer Concert Series Sponsorship Package

Connect with 5,000+ music lovers at the Yarmouth Summer Concert Series! Sponsorship brings valuable exposure, aligns your business with a fun, family-friendly atmosphere, and showcases community support.



Sponsorship Levels:

Melody Maker (\$500)

- Boost your online presence: Get your logo on event flyers and website event listings.
- Reach a wider audience: Enjoy social media mentions and eblasts promoting the concert series.

Sunset Sponsor (\$1,000)

- All "Melody Maker" benefits, PLUS:
- Maximize visibility: Showcase your logo on the main event banner at the concert.
- Gain media coverage: Be mentioned in press releases and digital event ads.

Stage Sponsor Supreme (\$2,500)

- All "Sunset Sponsor" benefits, PLUS:
- Amplify your message: Get a dedicated social media post highlighting your business.
- Treat your VIPs: Enjoy exclusive VIP seating at one concert.
- Connect directly with attendees: Hand out your promotional materials to the crowd.
- Get on stage: Introduce the band from stage at the concert.

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