

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 Cape community.

All business member benefits plus...

Enhanced Visibility & Marketing:

- Enhanced Chamber website directory 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 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 (22" x 9.5"): \$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!

Host A Business Connect Event

Chamber Member Exclusive

Gain visibility and build local connections by hosting a YCC Business Connect event! This **cost-free** opportunity allows you to showcase your business and services to a highly engaged audience of professionals. Held before or after work hours, these events provide a platform to highlight your space while facilitating meaningful relationships within our community.

*Inquire about available dates

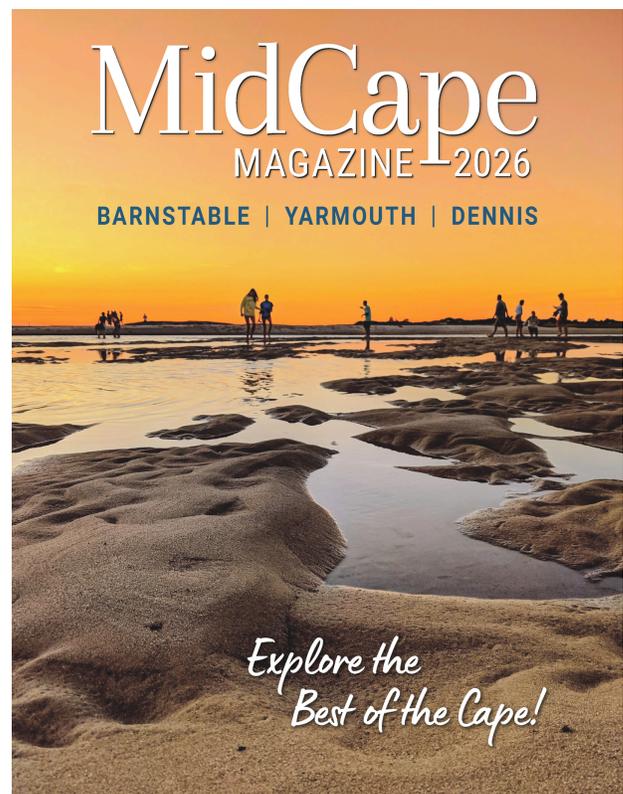
MidCape Magazine Advertising

Chamber Member Exclusive Rate

Reach 35,000 Cape Cod Readers with Exclusive Member Discounts! Advertise in MidCape Magazine 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).

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Tourism Newsletter Member Spotlight

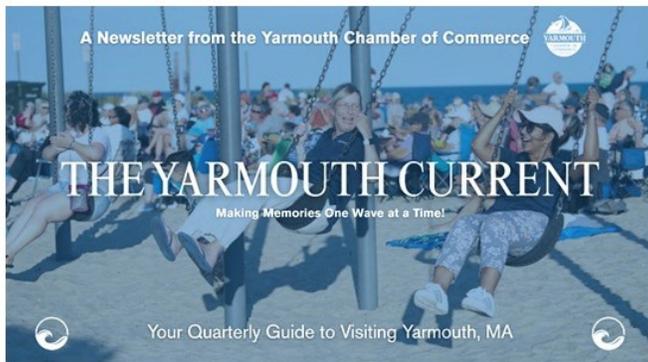
Chamber Member Exclusive

Reach an audience of 12,000+ engaged travelers and residents with our premier tourism marketing opportunity. This exclusive spotlight is sent out quarterly and is available to only one member per newsletter, ensuring your business receives 100% of the focus in this high-traffic publication.

Featured Member" Tourism Spotlight: \$400

- Exclusive Focus: 100% of the spotlight in our quarterly tourism newsletter.
- Direct access to an audience of 12,000+ engaged travelers and residents.
- Quarterly distribution to keep your brand top-of-mind during peak seasons.
- Our team handles the marketing expertise to ensure your story is told effectively.

*Member limited to 1 spotlight per year



Eblast Marketing

Chamber Member Exclusive

Reach 550 + 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: \$100**
- **4-Pack of Eblasts: \$500** (Buy 3, get one FREE!)

*\$50 more per eblast for YCC to design

*Limit of 4 eblast sends a year

*Inquire about available dates



Hit the Jackpot Every Thursday at The Loft!

Everything's coming up sevens at [The Loft at the Cove](#) in West Yarmouth! Join us every Thursday from **4:30 PM to 7:30 PM** for our **Jackpot Thursdays** promotion, where we are slashing prices to give you a winning deal. You can enjoy our delicious **burgers** (normally \$17), any of our artisan **flatbreads** (normally up to \$17), or a **kids meal**—which includes a drink—for just **\$7 each!** It is the perfect way to feed the whole family while saving over 50% on our fan-favorite menu items.



Digital Spotlight Bundle

Chamber Member Exclusive

Maximize your reach with a powerful marketing presence across our most-visited digital platforms. This bundle secures your spot on the YCC homepage—a primary hub for both visiting tourists and local business leaders—ensuring your brand is seen by residents and visitors alike.

3 Month YCC Website Blog Feature: \$550

- 90 days of prominent placement on the YCC homepage, capturing the attention of members, locals and tourists.
- The blog is written by our team to ensure your story is told with professional marketing expertise.
- One dedicated email sent to our entire membership to drive direct traffic to your business and the blog
- A dedicated spotlight post on our social platforms to drive engagement to the blog.

Yarmouth Chamber Event Sponsorship Opportunities

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

Connect with 100+ of Yarmouth's business and community leaders at YCC's 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.

Seaside Online Auction Sponsorship

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

Connect with 7,000+ 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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Sand Sculpture Trail Opportunities

Join a cherished Cape Cod tradition that draws thousands of families and tourists from Memorial Day through mid-October. By participating in or sponsoring the Sand Sculpture Trail, your business gains extensive regional exposure through a multi-channel marketing campaign.

Participation Options:

Sand Sculpture Purchaser: \$1,095

Secure a custom 3-ton professional sand sculpture to be placed at a location of your choice from Memorial Day through mid-October.

- Dedicated promotion across social media to engage local followers and visitors.
- Inclusion in 5,000+ printed maps and the digital SST map.
- A dedicated listing on the official Sand Sculpture Trail webpage, which receives over 16,000 views annually.
- High-impact exposure to over 12,000 e-newsletter subscribers.
- Custom sculpture signage featuring a QR code that directs visitors to the trail map and location listings.

High-Impact Sponsorship Opportunities:

Welcome Center Sculpture Sponsor (Route 6): \$1,500

Sponsor a 5-ton custom design at the Cape Cod Welcome Center on Route 6 Eastbound.

- Greet the 100,000 visitors who stop at the Welcome Center annually.
- High-impact exposure June through October, reaching travelers seeking dining, lodging, and attractions.
- Collaborate directly with professional artists to create a unique sculpture design that speaks to all Cape visitors.
- On-site sculpture signage featuring your logo and a QR code directing visitors to your business.
- Receive all "Sand Sculpture Purchaser" benefits.

Village Green Sculpture Sponsor (Route 6A): \$1,500

Sponsor a 5-ton custom designed sand sculpture in the heart of the Historic District at Strawberry Lane.

- Aligns your brand with the charm and heritage of Yarmouth Port's historic center.
- Collaborate directly with professional artists to create a unique, larger sculpture design.
- On-site sculpture signage featuring your logo and a QR code directing visitors to your business.
- Receive all "Sand Sculpture Purchaser" benefits.

Visitors Center Sculpture Sponsor (Route 28): \$5,000

Sponsor a massive 15-ton sculpture at the Yarmouth Visitors Center on Route 28—the only 15-ton sculpture on the trail!

- Capture the attention of 13,000+ engaged visitors who stop here specifically for trail maps and local guidance.
- Premium placement at the busiest hub of the entire trail where visitors seek things to do in Yarmouth.
- Collaborate directly with professional artists to create the trail's largest and most unique scale sculpture design.
- On-site sculpture signage featuring your logo and a QR code directing visitors to your business.
- Receive all "Sand Sculpture Purchaser" benefits.



Customization & Add-On Options:

End of Season Sand Removal: \$165

Add professional sculpture removal services for the end of the season in October.

Sand Sculpture Trail Map Advertising:

Boost visibility with a printed ad in the hands of 5,000+ trail visitors + digital version views.

Single Panel Ad: \$245

Double Panel Ad: \$425

Community Support Option:

Sponsor a Sculpture for a Local Business: \$1,095

Purchase a 3-ton sculpture to be placed at a Yarmouth business or local landmark. You will receive all participation benefits and Sand Sculpture Supporter recognition.

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SOLD!

Information Workshops Series Sponsor

Exclusive Opportunity!

Secure a premium position as the sole lead sponsor for our off-season Winter Workshop Series! This exclusive opportunity provides a powerful platform to empower your brand while we support our local business community. By reaching the combined audiences of the Yarmouth, Dennis, and Hyannis Chambers, you'll gain high-impact visibility and direct engagement with local leaders throughout this professional development series.



Strategic Success Lead Sponsor: \$1,500

- 3-minute speaking opportunity at the start of each workshop to introduce your business and expertise.
- Logo featured on all marketing materials and invitations sent to the combined Yarmouth, Dennis, and Hyannis audiences.
- Dedicated display table at each session and the right to place promotional materials at every seat.
- One standalone e-blast to the YCC database (\$150 value) to highlight your services.
- Logo with a website link on official event listings.

Yarmouth Port Christmas Stroll Sponsorship

Put your business at the heart of a Cape Cod tradition by sponsoring the Yarmouth Port Christmas Stroll! With 2,000+ attendees and weeks of high-profile promotion leading up to the first Sunday in December, your brand will gain premier visibility across the community, a powerful way to drive holiday engagement and show your local support.

Sponsorship Levels:

Platinum: Premier Partner: \$1,000

Our most prestigious level includes all Gold & Silver benefits, PLUS:

- Prominent logo placement on the cover of our event program.
- Exclusive mention in our event press releases sent to regional media.
- Top-Tier Recognition: Showcase your commitment to Yarmouth Port as a lead supporter of this cherished tradition.

Gold: Star of the Port: \$500

All Silver benefits, PLUS:

- Your corporate logo featured on lawn signage throughout town in advance of the event.
- A featured spotlight in our tourism newsletter, reaching 10,500+ engaged subscribers.

Silver: Snowflake Sponsor: \$250

- Your corporate logo on our online event listing and dedicated e-blasts.
- Featured logo in our monthly newsletter and the printed event program (700+ printed).



Cape Cod Welcome Center Marketing Opportunities

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

The Route 6 Welcome Center provides 20 weeks of consistent, high-impact exposure!

- Welcome Center Essentials Package: \$250 (\$1.79 / Day)**
 - o Ensure your business is part of every visitor's itinerary. Includes dedicated space for brochures and rack cards inside the bustling Route 6 Welcome Center—the primary stop for Cape Cod travelers.
- Wall Advertisement Package: \$250 (\$1.79 / Day)**
 - o Secure a permanent presence for your brand with a high-visibility wall advertisement (9.5"×22") strategically placed inside the high-traffic Route 6 Welcome Center.
- Indoor Digital Display Package: \$500 (\$3.57 / Day)**
 - o Place your brand front & center for travelers seeking local recommendations. Includes a high-definition static ad or 15-second video loop on the prominent indoor information display.
- Restroom Advertising Package: \$500 (\$3.57 / Day)**
 - o Gain consistent, daily visibility with dedicated panel signage in our busiest restrooms, ensuring your brand is seen by thousands of travelers throughout the season.



- Outdoor Digital Display Package: \$750 (\$5.36 / Day)**
 - o Capture the attention of Route 6 travelers with a dynamic digital presence. Includes a static ad or 15-second video loop on the Welcome Center's outdoor monitor, facing the main parking area. *Requires evergreen content suitable for a 20-week display.

For more information, please contact the Yarmouth Chamber of Commerce:

508-778-1008

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