

Member Features and Benefits Overview

Advertising and Promotion

Web Listing – Each chamber member will be listed in the Online Membership Directory. The listing will include link to your business website, contact information and other online links to Facebook, Twitter, YouTube, Pinterest and others. Member will also have the opportunity for place ads on various pages of the chamber website and upgrade to enhanced member listings to included business description, logo or ad, company representative listing with/ contact information, additional category listings and more.

Dalhart Area Guide Book – Each member will be listed alphabetically & by category in the Dalhart Area Guide Book that is printed in even years. Over the 24 month period 5,000 directories are distributed to local business, hotels, State Travel Information Center, relocation packets, visitor packets, new neighbor bags, through the chamber office and more. Advertising opportunities in the directory are available to chamber members only.

Dalhart Area Map – Each member will have the opportunity to purchase advertising on the Dalhart Area Map that features City maps of Dalhart, Texline, Channing, Hartley, Kerrick and the Counties of Dallam, Hartley, Sherman and Moore. This map is produced in odd years and only chamber members are invited to advertise on the publication. Approximately 5,000 maps are distributed over the 24 month period to Travel Information Center, local businesses, hotels, welcome bags, relocation packets and visitor packets and through the Chamber office.

Weekly Newsletter – All members and business representatives will receive the weekly newsletter, “On the Calendar” featuring chamber news, member news, community news and more. Members have the opportunity to send announcements to be included in the weekly newsletter. Members can sponsor a dedicated e-mail blast to our e-mail list about their business.

Marketing – Only chamber members can display their business cards, brochures and other promotional materials at the chamber office. These materials can also be included in the New Neighbors Packets that are distributed to walk-in’s and are notified by mail welcoming them to stop by the office and kick up their welcome packet. Members must supply the chamber with these materials.

Ribbon Cuttings & Ground Breakings – Members can invite the chamber to come host a ribbon cutting or ground breaking for their business. Ribbon Cuttings are not limited to new openings. Anniversaries, expansions, relocations and new construction are all great occasions to hold a ribbon cutting or ground breaking. The chamber will promote your event and invite the media to photograph your event for publication.

Electronic Billboard – Members can purchase advertisement space on the Chamber’s Electronic Billboard. As a Community Investor (\$1000 Annual Investment) it is already included as a membership benefit. Please see pricing sheet for rates.

Networking Opportunities

Membership Mixers – Businesses are invited to host a mixer at their place of business. Mixers will be held as requested by members interested in sponsoring an event. These are great opportunities to promote your business, invite new customers, meet other chamber members and community members. There will be a minimal cost to host the event, but the chamber will help promote the event to bring attendees.

Educational Programs – At various times during the year the chamber will host educational programs inviting a guest speaker on topics related to business needs. There will be a minimal cost if any to attend these programs.

Committees – An invitation is extended to any chamber member wishing to be part of any of our committees. This gives member the opportunity to develop leadership skills, network and learn more about many functions of the chamber and community.

Member Promotion/Coupon Program – Chamber members will be able to participate in local promotion programs offered through the chamber. Programs included: Santa Cash shopping promotion, member to member discount program, online coupons and more.

Facebook – Logon and Like the Dalhart Area Chamber of Commerce, keep up with activities and events happening in the community and follow what's happening with other businesses in the community. The chamber can also share information about your business on our page as well to help generate more likes to your page and interest in your business.

Business Opportunities

Business Referral – By being a chamber member your business will be front and center on all inquiries that relate to your business. The chamber receives thousands of inquiries about various products and services provided in the community. We give chamber members preference on these inquiries. In addition you will be notified by e-mail of any online inquiries to your business are generated through the website.

Membership Mailing Labels – As member you are entitled to one free printed list each year of all chamber members. This list will be printed on mailing labels for you to use to mail information to members about your business, generate contacts or for special events or promotions related to your business.

Business Assistance – Through our partnership with the West Texas Small Business Development Center business consulting services, assistance, training programs and more are offered to new and existing businesses. WTSDC can assist with business plans, managing your finances, growing your businesses and more. Information is available by contacting the Chamber office.

Use of Chamber Logo/Member Level Logo – Each chamber members will be able to use the chamber logo. The logo can be used to show you support the community by being a chamber member on your website, printed on marketing materials or other places to show you support the chamber. Each member will receive a window decal displaying your support for Dalhart and your membership.

Other Features

Members only access –Members will have a dedicated online access to update their membership listing, pay membership dues, register and pay online for events and sponsorships, submit news updates, submit calendar events, job listings, rentals listings and more.

Tax Deductible – Remember that your chamber membership investment is deductible as business expense.

Business Advocacy – The chamber is a voice and advocate for business in the community, across the region, in the State and in Washington on issues related to businesses in our community. The chamber is involved with local, state and national officials to stay informed. A group from the chamber travels to Austin, TX for Panhandle Days to help lobby on behalf of issues related to the Panhandle area, our community and businesses.

