

River Valley Marketing/WCG, Inc.

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Hyde Park Chamber of Commerce, Inc.

The Historic Town of Hyde Park

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November 5, 2023

TO: ALL MEMBERS of the Hyde Park Chamber of Commerce

FR: Chamber President Dot Chenevert and the Board of Directors

RE: ***Hyde Park Chamber 2024 Info Guide & Membership Directory***

We are excited to announce the 2024 advertising and promotion program for the Membership Directory that will bring broader recognition and exposure to the members of the Hyde Park Chamber of Commerce and to the larger community of the Town of Hyde Park.

The Board has engaged the services of chamber member **River Valley Marketing** to provide advertising sales, layout & design services and printing services for this project. We have carefully budgeted and planned this program to assure that all expenses for production services will be covered by advertising revenue. *There will be no hidden additional costs to the chamber or its members!*

NOTE: We are introducing a new design format to modernize our directory page format (4"x 10.5") which is quite different from previous directories. IN ADDITION, THE AD RATES INCLUDE YOUR AD ON THE CHAMBER WEB SITE, FEATURES IN SOCIAL MEDIA AND OUR MEMBER EMAIL NEWSLETTER. The bonus coverage stretches your advertising dollar at very affordable rates with exposure in all Chamber communications venues!

River Valley Marketing will be contacting chamber members to secure their commitment on this important venture. To assist in this effort we have enclosed an advertising contract for the 2024 directory.

Please *complete* the attached order form and submit your form with payment by our ***deadline of December 15, 2023***. We intend to have the new directory ready for distribution following our 2024 January Installation of Officers event. Any questions, please call Richard Wambach at 845-758-3117 or cell 845-417-5377.

- Complete the enclosed contract order form
- Make your check payable to the **Hyde Park Chamber of Commerce** – payment with order
- Send your contract order form and check made out to **Hyde Park Chamber of Commerce** to River Valley Marketing, 232 Starbarrack Rd, Red Hook NY 12571
- Keep a copy of your completed order as your payment receipt. No billing is available.

The Officers and Board of Directors wish to encourage all chamber members to fully cooperate and give support to this new initiative to create better awareness for the Hyde Park Chamber of Commerce and our community. Please discuss joining the chamber with your non-member business associates!