



Western DuPage



Chamber of Commerce

WE REACHED OVER 64,104 PEOPLE IN 2023!



We are offering you an outstanding opportunity to promote your business via Facebook! This successful promotion has been in the working for seven years and has reached 541,486 people in the area; 64,104 just in 2023 alone. We are repeating this program again for members who wish to get the greatest exposure to member businesses and especially the public.

WHAT'S INCLUDED? **JUST \$150.00**

- We will produce a 40 - 60 sec. video showcasing your business.
- For a 48 hour period, we will highlight your video on our Facebook page for the general public and followers.
- You keep the video to promote on your Facebook page or other social media outlets after launching.

WHAT'S NEEDED?

- Your time to record a video on what makes your business special & unique!
- Raffle item(s) to be randomly raffled off to someone who "LIKED" your video within the 48 hour window which gives you even more visibility and greatly increases popularity!

HOW IT WORKS?

Every 48 hours until December 20, a video will be posted. After 48 hours, a drawing will be held for YOUR raffle item. Your chamber has also purchased a LARGE SCREEN TV which will be raffled off on December 20 to ONE lucky winner who "SHARED" any of the Small Business videos - just in time for the holidays!

PREMIUM PACKAGE! **\$300.00** (Produced by Artsition Multimedia Marketing.)

Introducing our Premium Video Production Package for the Shop Small Initiative! For just \$300 (a \$750 value!), we're helping local businesses create impact with a professionally crafted 60-second video. Whether you want to highlight your unique values, share a powerful message, or showcase what makes you stand out, we'll bring your vision to life with cinematic quality. With pro-grade cameras, expert lighting, and top-tier equipment, we'll make sure your business shines. Plus, a professionally made video increases your chances of higher engagement across social media, your website, and your overall business. Let's create a video that captures the heart of your business and resonates with your community!

CONTACT US TODAY TO RESERVE YOUR SPOT! 630-231-3003 **SPOTS ARE LIMITED!**

Yes, Sign Me Up!

Shop Small 2024

Western DuPage Chamber of Commerce
306 Main Street, West Chicago, IL 60185
630-231-3003



***Note: This will work on a first come, first served basis.**

Company Name _____

Contact Name _____

Phone _____ **Alt Phone** _____

Address _____

City _____ **State** _____ **Zip** _____

E-mail _____

The Shop Small Contest will officially start on Friday, November 15, 2024.

TOTAL COST **\$150.00** **PREMIUM PACKAGE: \$300.00**

Raffle Item(s): _____

Dates to Schedule _____

Video Production: _____ **Date #2** _____

Note: Expect an hour of recording time.

Date #3 _____

Payment

Check **Credit Card** **Cash**

Credit Card (*circle*)

Card Number _____

Exp Date _____ **CVS** (*code on back of card*) _____

Billing Name _____

Billing Company _____

Address _____

City _____ **State** _____ **Zip** _____

I authorize Western DuPage Chamber of Commerce to charge the above credit card for the amount noted above

Cardholder Name (*printed*) _____ **Date** _____

Cardholder Signature _____

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Please note: once your credit card is processed for payment, no portion of the credit card information is ever retained for our records.



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Helpful Tips & Recommendations

When considering a video highlighting your business, take into account some of these helpful tips and suggestions below. Here are some bullet points to consider when making a video.

1. Ask yourself, what message that's important to your business that you want the public to know about you?
2. Why should people walk into your office or even think about picking up the phone or looking your business up on-line?
3. The public would expect that you are great at what you do, but what makes you different?
4. A 60 second commercial goes by quickly and you only have about 3 to 5 seconds to grab their attention. How do you wish to capture the audience's attention?
5. Do you want to speak during the entire video, or do you want photos as you voice over them, or graphics?

Here are some suggestions when preparing.

1. Produce yourself a script of what you would like to say during your video commercial and time yourself to stay within a 60 second window.
2. Most videos will have an introduction portion with your logo, full name, and title.
3. Grab photos or short video clips before recording that you wish to have included.
 - Photos must be high resolution and not pix-elated (300 dpi or better)
 - The company log in a vector file format is preferred or high-resolution JPEG or PNG.
 - Any video format provided must be in a MP4 format and not to exceed 30 seconds.
4. If you already have a professional commercial and wish to use this instead, you're welcome to do so.
5. Think about what you want to raffle off. This can be one or multiple items offered to the public. In the time this program has operated, there has been increase in activity and visibility when multiple items are raffled off. However, **multiple items are not required**, and we encourage you to visit our on-line business directory to do **business with members**. **Below are some suggestions.**

- Purchase a Gift Card or Cards from member businesses.
- Create a Gift Basket with multiple items promoting your business/organization.
- Offer a Gift Certificate for services or a special offer.
- Offer a special item or items. Others have offered tickets to sports games, an Echo Show, backpack coolers, and even hand-made bird houses.
- Most videos produced (standard package) will be templated due to turn around time needed. Since the Chamber isn't a professional recording studio, we will make every attempt to produce a quality video by providing a proof before launching your video. We ask not to make any extreme requests for video production due to limited equipment that is available and skill sets required (IE. CG. or green screen)

Template Structure (Standard Package)

1. All videos will have the Shop Small introduction.
2. Almost all videos will have an introduction lead in that show the speaker with logo, name, and title.
3. There will be roughly 30 seconds in which will have you speaking, photos, or videos while your speaking. This section will be the creative portion of your video and the important message you wish to send.
4. All videos will have a 5 second ending which will highlight your company logo, the Shop Small logo, and your contact information.

Premium Package

Introducing our Premium Video Production Package with pro-grade cameras, expert lighting, and top-tier equipment, we'll make sure your business shines. Plus, a professionally made video increases your chances of higher engagement across social media, your website, and your overall business. Artsition Multimedia Marketing will be producing all Premium Package purchases and offers more flexibility with your professional video commercial.