

*Reasons to join*  
**PARKER COUNTY CHAMBER**  
*that will change the way you do business!*

**1 CREDIBILITY TO BUSINESSES**  
 Increases positive perception among consumers and business owners when identified as a member of the Parker County Chamber.

**2 VISIBILITY IN COMMUNITY**  
 New Chamber members are listed in the chamber newsletter and have opportunities to advertise their business by sponsoring events.

**3 NETWORKING OPPORTUNITIES**  
 The Chamber has numerous committees and serving on one creates networking and professional development opportunities.

**4 A VOICE IN GOVERNMENT**  
 The Chamber tackles issues directed at small businesses being treated fairly and helps protect the principles of free enterprise.

**5 BUSINESS CONTACTS**  
 The Chamber initiates more B2B commerce and networking opportunities to connect local professionals than most other local organizations.

**6 NEWSLETTERS & INFORMATION**  
 Chamber newsletters provide new member information, interesting opportunities, chamber events, and community calendars.

**7 CUSTOMER REFERRALS**  
 The Chamber receives calls every day asking for potential vendors and chamber members typically recommend chamber members.

**8 EVENTS & PROGRAMS**  
 Chamber events offer networking opportunities and are fun ways to meet potential customers, clients and vendors, and expand prospects.

**9 PROMOTION & PUBLICITY**  
 Chamber members can reach potential clients through member-exclusive advertising and B2B ad opportunities and publicity.

**10 DISCOUNTS & SERVICES**  
 Membership with the Parker County Chamber unlocks numerous member-only discounts and an assortment of valuable services.

**PARKER COUNTY  
 CHAMBER OF COMMERCE**  
 ★ ★ ★ ★ ★ ACCREDITED  
*Parker County's Conduit for Connectivity™*

**PARKER COUNTY CHAMBER OF COMMERCE**  
 100 Chuck Wagon Trail  
 Willow Park, Texas 76087  
 817.441.7844 (O) • 817.441.1544 (F)  
 www.ParkerCountyChamber.com

**PARKER COUNTY  
 CHAMBER OF COMMERCE**

★ ★ ★ ★ ★ ACCREDITED

*Parker County's Conduit for Connectivity™*

**MEMBERSHIP APPLICATION  
 & OPPORTUNITIES GUIDE**



**PARKERCOUNTYCHAMBER.COM**

# 2024 BOARD OF DIRECTORS & STAFF

## EXECUTIVE BOARD

- JULIE WILKS, Chairwoman** • LanCarte Commercial Real Estate
- KELLI STUMBO, Immediate Past Chair** • Keller Williams Heritage West
- RAKISHA CHENAULT, Chair-Elect & Treasurer** • ReUnion Title of Texas, Inc.
- GLORIA BARRON, Secretary** • First Bank Texas

## DIRECTORS

- TOMMY DIES** • Bryan Insurance Agency
- LYN WALSH** • Careity Foundation
- JD NEWTON** • Edward Jones
- DEREK TURNER** • Jacob & Martin
- DANI SESSOM** • Lynch Legacy eXp
- MIKE PIERCE** • Pierce General Contractors
- TANYA HODGES** • PlainsCapital Bank
- GARY PIERCE** • Pure Funding Mortgage
- BRENT BAKER** • Weatherford College

## CHAMBER STAFF

- LISA FLOWERS, CCE, IOM** • President & CEO
- JEANNA VAUGHAN** • Director of Finance
- JUDY JORDAN GILES** • Director of Membership & Events
- PAYTON COPPOCK** • Social Media

## OUR MISSION

The Parker County Chamber of Commerce enriches, promotes and advocates for business growth that enhances our members and community.



## OUR VISION

The Parker County Chamber of Commerce is a vibrant and forward-thinking organization in our region. We are committed to building a diverse and prosperous community while preserving heritage and culture in our area.

# CHAMBER MEMBERSHIP APPLICATION

Online applications available at [ParkerCountyChamber.com](http://ParkerCountyChamber.com)

**Organization Name** \_\_\_\_\_

Physical Address \_\_\_\_\_

Physical City, State, Zip \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City, State, Zip \_\_\_\_\_

Website \_\_\_\_\_

Work Phone \_\_\_\_\_ Ext. \_\_\_\_\_

Fax \_\_\_\_\_

Home/Toll Free Phone \_\_\_\_\_

Main Contact Name \_\_\_\_\_

Personal Title \_\_\_\_\_

Main Contact Email \_\_\_\_\_

Mobile Phone \_\_\_\_\_

**Additional Contact Name** \_\_\_\_\_

Personal Title \_\_\_\_\_

Additional Contact Email \_\_\_\_\_

Mobile Phone \_\_\_\_\_

**Organizational Listing (Type of Business)** \_\_\_\_\_

Who referred you to the Chamber \_\_\_\_\_

Full URLs for Social Network Accounts:

Facebook \_\_\_\_\_

LinkedIn \_\_\_\_\_

Twitter \_\_\_\_\_

Other \_\_\_\_\_

### Application Processed Upon Payment

Membership Investment Level:

Platinum    Gold    Silver    Copper    Bronze

Corporate    Business    Charitable Organization 501(c)(3)

### OFFICE USE

Membership Level \_\_\_\_\_ Date \_\_\_\_\_

Payment Type \_\_\_\_\_

# EVENT SPONSORSHIPS

Promoting your business through Parker County Chamber events!



## BATTLE OF THE BUSINESSES

The Battle of the Businesses Bowling Tournament is a fun, laid-back activity that encourages interaction among employees and promotes friendly competition among participating businesses.


2023 Presenting Sponsor



Teams of 6: \$375

Individual Bowlers: \$85

## SPONSORSHIP OPPORTUNITIES

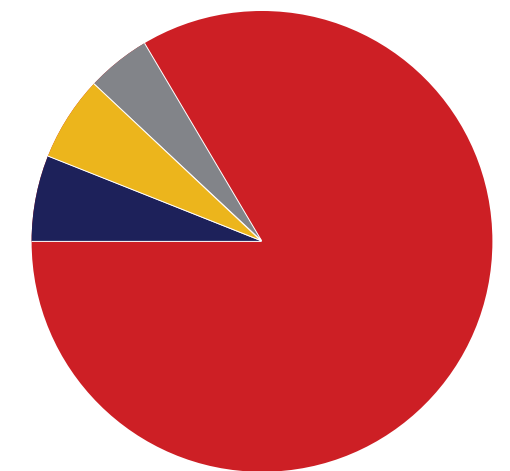
 PARKER COUNTY CHAMBER OF COMMERCE <small>Parker County's Conduit for Connectivity™</small>	PRESENTING SPONSOR (1)	HOSPITALITY SPONSOR (1)	POPCORN SPONSOR (1)	RAFFLE SPONSOR	LANE SPONSOR (16)
	\$2,500	\$2,000	\$900	\$1,000	\$150
Logo on all Print Media (200 Impressions)	●				
Recognition in Relocation & Business Guide (15,000 Impressions)	●				
One Team (up to 6 players)	●	●	●		
Logo on Electronic Media — Social media, newsletter, emails (5,000 Impressions)	●	●	●	●	
Recognition at Chamber Lunch — 3 Lunches (480 Impressions)	●	●	●	●	
Recognition on Chamber Website — 2 Months (600 Impressions)	●	●	●	●	
Signage at Event (120 Impressions)	●	●	●	●	●

# OUR MEMBERS

580+ Chamber Members representing nearly 25,000 employees



- Business & Professional Services . . . . . 17%
- Finance & Insurance . . . . . 13%
- Family, Community & Civic . . . . . 9%
- Construction/Contractors . . . . . 10%
- Real Estate, Moving & Storage . . . . . 9%
- Government, Education & Individuals . . . . . 7%
- Health Care . . . . . 7%
- Restaurants, Food & Beverage . . . . . 5%
- Professional Services & Care . . . . . 4%
- Shopping & Retail . . . . . 4%
- Advertising & Media . . . . . 3%
- Automotive & Marine . . . . . 2%
- Sports & Recreation . . . . . 2%



- 4% 21–50 Employees
- 6% 11–20 Employees
- 6% 51+ Employees
- 84% 1–10 Employees

1% or Less: Advertising & Media; Agriculture, Fishing & Forestry; Arts, Culture & Entertainment; Home & Garden; Industrial Supplies & Services; Lodging & Travel; Manufacturing, Production & Wholesale; Pet & Veterinary; Public Utilities

# 2023–2025 STRATEGIC PLAN

The Chamber’s strategic plan is a three-year initiative to promote our strengths, expand our business opportunities, and significantly enhance the economic future for all who call Parker County home. Our priorities will focus on the following objectives.

## ENRICH

**Develop an environment that builds collaborative relationships and community enthusiasm.**

- **Objective A: Maintain an exceptional quality of life.**
  - » Facilitate public/municipal and private relationships to solve community challenges.
  - » Engage local businesses and the community to enhance trust, honesty and reliability.
- **Objective B: Develop future business leaders.**
  - » Provide opportunities for leadership development.
  - » Engage the next generation of business and community leaders.

## PROMOTE

**Increase the success of our members and communities.**

- **Objective A: Be the Chamber of Choice.**
  - » Deliver 5-star value on member investments.
  - » Explain the narrative of what 5-star accreditation means.
  - » Increase member and business engagement.
- **Objective B: Be the conduit for connectivity.**
  - » Serve as the source of information.
  - » Provide a multitude of networking opportunities.

## ADVOCATE

**Champion the sustainability and growth of business and community.**

- **Objective A: Develop collaborative community solutions.**
  - » Ensure the Chamber has a seat at the table for critical decisions.
  - » Initiate partnerships with key stakeholders.
- **Objective B: Cultivate a 5-star pro-business environment.**
  - » Benchmark business initiatives with other cities.
  - » Be THE Voice of business.
- **Objective C: Partner for a skilled workforce for employers.**
  - » Identify current and emerging employer needs.
  - » Catalyst for workforce solutions.

# EVENT SPONSORSHIPS

Promoting your business through Parker County Chamber events!

## ANNUAL AWARDS BANQUET

The Annual Awards Banquet is the Chamber’s opportunity to recognize individuals and leaders in our community who are making a difference in Parker County!

- Table of 10:** \$1,000      **Table of 4:** \$400
- Table of 8:** \$800      **Individual Seat:** \$85

2023 Presenting Sponsor



2023 PROFRAC — Large Business of the Year

## SPONSORSHIP OPPORTUNITIES

	PARKER COUNTY CHAMBER OF COMMERCE ★★★★★ ACCREDITED <i>Parker County's Conduit for Connectivity</i>									
	VENUE SPONSOR (1)	ATHENA INT'L SPONSOR (1)	AWARDS SPONSOR & STAGE SPONSOR (1 EA)	PHOTO BOOTH SPONSOR (1)	DECORATIONS SPONSOR (1)	GOLF CART SPONSOR (1)	HOSPITALITY SPONSOR (2)	FLORAL SPONSOR (1)	VIP RECEPTION SPONSOR (2)	HEADS & TAILS SPONSOR (1)
SPONSORSHIP COST	\$4,000	\$2,000	\$2,000	\$1,500	\$1,500	\$1,200	\$1,200	\$750	\$750	\$500
Table of 10	●									
Logo on Print Media (200 Impressions)	●									
Logo on Electronic Media Social media, newsletter, emails (5,000 Impressions)	●									
Recognition in Relo & Bus Guide (15,000 Impressions)	●	●	●							
Recognition on Chamber Website 2 Months (600 Impressions)	●	●	●	●	●	●	●			
Recognition at Chamber Lunch 3 Lunches (480 Impressions)	●	●	●	●	●	●	●	●	●	●
Recognition in Banquet Program (300 Impressions)	●	●	●	●	●	●	●	●	●	●
Recognition on Stage at Banquet (300 Impressions)	●	●	●	●	●	●	●	●	●	●
Signage at Event (300 Impressions)	●	●	●	●	●	●	●	●	●	●

# EVENT SPONSORSHIPS

Promoting your business through Parker County Chamber events!

## ANNUAL GOLF TOURNAMENT

Take your business outside at our Annual Golf Tournament where we will host more than 200 business and community leaders for a fun day of golf and fellowship! Businesses can become sponsors, volunteer, or donate prizes.

**2024**  
Presenting Sponsor  
  
**Teams of 4: \$450**  
**Individual Players: \$125**

## SPONSORSHIP OPPORTUNITIES

PARKER COUNTY CHAMBER OF COMMERCE ★ ★ ★ ★ ★ ACCREDITED Parker County's Conduit for Connectivity™	PRESENTING	CART	AWARD	GOLF	SCARF	GIFT BAG	HOLE	DRINK	MEAL	HOLE
	SPONSOR	SPONSOR	SPONSOR	BALL	SPONSOR	SPONSOR	IN ONE	CART	SPONSOR	SPONSOR
	(1)	(1)	(1)	(2)	(1)	(1)	(1)	(2)	(2)	(18)
<b>SPONSORSHIP COST</b>	\$3,000	\$2,000	\$1,500	\$1,500	\$1,000	\$800	\$800	\$750	\$750	\$300
Logo on Print Media (200 Impressions)	●									
Recognition in Relo & Bus Guide (15,000 Impressions)	●									
One Team of 4 Players	●	●	●	●						
2 Players					●	●	●	●	●	
Logo on Electronic Media Social media, newsletter, emails (2,000 Impressions)	●	●	●	●	●					
Recognition on Chamber Website (8,400 Impressions)	●	●	●	●	●	●			●	
Recognition at Chamber Lunch (540 Impressions)	●	●	●	●	●	●	●	●	●	
Promotional Material in Goody Bags (200 Impressions)	●	●	●	●	●	●	●	●	●	
Signage at Event (200 Impressions)	●	●	●	●	●	●	●	●	●	●
Additional Benefits	A		B	C		D	E	F		G

- A:** Announce shotgun start
- B:** Present awards to winners
- C:** Logo on golf balls (432 Impressions)
- D:** Logo on gift bags (includes hole sponsor)

- E:** Sponsor \$10,000 cash prize hole
- F:** Logo on drink carts and drive cart
- G:** Opportunity to sit at hole includes 4-person cart

# MEMBERSHIP INVESTMENT OPPORTUNITIES

Promoting your business through the Parker County Chamber!

PARKER COUNTY CHAMBER OF COMMERCE ★ ★ ★ ★ ★ ACCREDITED Parker County's Conduit for Connectivity™	PLATINUM	GOLD	SILVER	COPPER	BRONZE	CORPORATE	BUSINESS
	\$6,000	\$3,300	\$2,200	\$1,250	\$960	\$670	\$280

<b>Basic Business Membership</b>							
<ul style="list-style-type: none"> <li>• Listing on website with URL link</li> <li>• Member login features (event, job and bio postings, and more)</li> <li>• Relocation &amp; Business Guide listing</li> <li>• Free use of Chamber conference room</li> <li>• Multiple networking opportunities</li> <li>• Member decal</li> <li>• Ribbon cutting</li> </ul>	●	●	●	●	●	●	●
<b>Enhanced Web Package</b>	●	●	●	●	●	●	
<b>Admission to Luncheons, Networking Events, Seminars, Workshops, and After Hours Events</b>	48	36	24	14	12	12	
<b>Chamber Luncheon Slide Recognition</b>	●	●	●	●	●	●	
<b>Relocation &amp; Business Guide Ad</b>	Full Page	1/2 Page	1/4 Page	1/4 Page	1/8 Page		
<b>Company Logo on Website Homepage</b>	●	●	●				
<b>Bowling Team of 6</b>	●						
<b>Golf Tournament</b>	Team & Hole Sponsor	Hole Sponsor	Hole Sponsor				
<b>Chamber Luncheon Spotlight</b>	●	●					
<b>Go West Community Showcase Events</b>	●	●					
<b>Annual Awards Banquet</b>	1 Table of 10						
<b>Other Business Memberships</b>	<ul style="list-style-type: none"> <li>• <b>Business Associate Listing:</b> \$180 Website &amp; Business Directory Listing (Broker must have a Business Membership)</li> <li>• <b>Charitable Organization 501(c)(3):</b> \$180 Business Membership Benefits</li> </ul>						

- Additional Members Benefits**
- **Enhanced Web Package:** \$150 Bio, Photos, Logo, Video
  - **Member Mailing Addresses:** \$50

# BUSINESS & PROFESSIONAL DEVELOPMENT



## MEMBERSHIP LUNCHEONS

**2nd Wednesday of every month**  
**11:30–1:00PM**

Chamber members gather monthly for the general membership luncheon. Our featured speakers present topics on important issues regarding the current business climate and trends in our community. And, with an average attendance of over 160 members, it's a great networking opportunity!

## LEADERSHIP PARKER COUNTY

**3rd Wednesday each month**  
**9 Full-Day Sessions**

Learn how to become actively involved in important issues and building a better tomorrow for Parker County. Topics include Industry, City/County Government, Education, Health Care, Agriculture, Transportation, Technology, Communication, and Quality of Life.

## BUSINESS LEADS GROUP

**1st & 3rd Thursdays of every month**  
**11:30–1:00PM**

**Railhead Smokehouse BBQ, Willow Park**  
Develops a network of relationships designed to build each other's business through quality referrals. Included with membership.



## NEW MEMBER ORIENTATION

Your Parker County Chamber of Commerce membership includes numerous benefits. Please join us for our monthly New Member Orientation, and bring your laptop computer if you have one.

### Marketing through YOUR Chamber

- Access to over 580 business members, representing thousands of employees
- Online directory of Chamber members
- Online calendar of events and more

## YOUNG PROFESSIONAL NETWORK

Develops, educates, and empowers young professionals to meet their full potential, while building their leadership skill sets and serving the community.

## GO WEST COMMUNITY SHOWCASE

Provides businesses the opportunity to promote their business while engaging with the community. These events are held twice a year at Morningstar & Walsh neighborhoods.

## SPECIAL EVENTS

- Annual Awards Banquet
- Golf Tournament
- Parker County Day At The Capitol
- Battle Of The Businesses Bowling Tournament

# EVENT SPONSORSHIPS

Promoting your business through Parker County Chamber events!

## CHAMBER LUNCHEONS


Chamber members gather for the general membership luncheon. This luncheon averages 160 attendees.

## DOOR PRIZES

Attendees are encouraged to bring door prizes to be handed out at the end of the luncheon. Your name and the name of your business will be announced prior to naming the winner.



## LUNCHEON SPONSORSHIP OPPORTUNITIES

 PARKER COUNTY CHAMBER OF COMMERCE ACCREDITED Parker County's Conduit for Connectivity	EVENT SPONSOR (1)	SPOTLIGHT SPONSOR (2)	SILENT TABLE SPONSOR (1)
	SPONSORSHIP COST	\$300	\$200
Signage with Business Logo on all Luncheon Tables	•		
Introduce Keynote Speaker	•		
Logo on Website Event Page	•		
Recognition in Luncheon Slide Presentation	•		
Lunch for 2 Attendees	•	•	
Five (5) Minute Spotlight of Your Business on the Stage	•	•	
One (1) 8' Table in the Foyer to Display Promotional Material	•	•	•

## GO WEST COMMUNITY SHOWCASE EVENTS

**Parker County is the 9th fastest growing county in the nation.**

The Go West Community Showcase events are designed to bring awareness to residents moving into the area about all the great businesses in Parker County. The events are set up in neighborhoods such as Morningstar & Walsh.

**COST TO PARTICIPATE: \$100**

Each business has a 10×10 space and is responsible for bringing their own table, chairs and canopy.

**SPONSORSHIPS AVAILABLE:** Tote Bag • Golf Cart • Water Bottle  
Phone: 817.441.7844 • Ext. 2



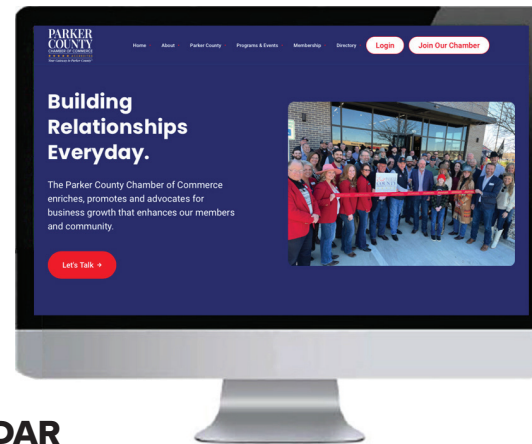
# MEDIA OPPORTUNITIES

Promoting your business through Parker County Chamber media!

## WEBSITE

The Parker County Chamber website was updated to a responsive design in 2023 to automatically adjust to various screen sizes and viewports.

The site averages over 2,000 unique (unduplicated) views and over 5,000 total views each month.



## WAYS TO PROMOTE YOUR BUSINESS

### CREATE AN EVENT ON THE CHAMBER'S CALENDAR

A great way to get your organization's event noticed is by adding it to the Chamber calendar. Once your event is added in the member portal, your event appears on the Chamber's website with a hyperlink to a page that gives event details. Your event will be pushed out to our social media two days before the event as a last-minute reminder. FREE

### POST A HOT DEAL

The Chamber gives our members the option to add a Hot Deal to their business listing on the Chamber's website. This special incentives program encourages members to offer specials on their products and services to fellow Chamber members and the community. Not only is the Hot Deal placed on your business listing, it also gets pushed out to our social media. FREE

### POST A JOB OPPORTUNITY

Reach more candidates by adding your job opportunity to the Chamber website. This posting will appear on your business listing as well as the Chamber's social media. FREE

### ENHANCED WEB OPTION

Get your business noticed by adding your logo, business images and videos to your business listing on the Chamber's website by purchasing an enhanced web option. This option comes with the following membership levels: Platinum, Gold, Silver, Copper, Bronze and Corporate. If you are currently a Business level member or charitable organization, the enhanced web option is an additional \$150.

### MEMBER MAILING ADDRESSES

Increase your reach for your direct mail campaign by adding over 580 Chamber members to your mailing. A set of printed mailing labels is \$50.

# MEDIA OPPORTUNITIES

Promoting your business through Parker County Chamber media!



## RIBBON CUTTINGS

Are you a new Chamber member or a member who has expanded your business or added a new location? If so, it is time to set up your ribbon cutting! Your special event can be an important part of your overall marketing and advertising plan and it is a great opportunity to get noticed in the community.

Your ribbon cutting can be simple or extravagant depending on what you want for your event. So, bring your friends and family, customers, prospects, or others who have helped you achieve your success, and the Parker County Chamber will provide the rest!

## WAYS WE CAN PROMOTE YOUR BUSINESS

- Promoting your ribbon cutting event on social media and the monthly newsletter
- Taking care of the ceremony and ribbon cutting
- Taking pictures of your special day and sharing them on social media; provide links to your website
- Supplying you with a portfolio filled with all event attendees' business cards
- Sending your ribbon cutting picture to the local media.

Ribbon Cuttings are a free benefit of being a member of the Parker County Chamber. Most ribbon cuttings last no more than half an hour and are encouraged to be held on Tuesday's or Thursday's at 11:00am.

To schedule your ribbon cutting, contact the Chamber at 817.441.7844 Ext. 2.

# MEDIA OPPORTUNITIES

Promoting your business through Parker County Chamber media!

## MONTHLY NEWSLETTER

Parker County Chamber’s digital newsletter is published once a month and received by over 1,200 Chamber members. It is also posted to our social media sites and archived on our website with over 5,000 views a month.

## WAYS TO PROMOTE YOUR BUSINESS

### ADVERTISE YOUR BUSINESS OR EVENT

COMPANY SIZE	AD COST	COMPANY SIZE	AD COST
1–10 Employees	\$25	21–50 Employees	\$45
11–20 Employees	\$35	51+ Employees	\$50



## SOCIAL MEDIA

Do you have a social media post that needs more reach and engagement? Let us know about your post and we can share it on our social media sites—FREE!

Follow us on



# COMMITTEE OPPORTUNITIES

Getting involved through Parker County Chamber committees!

## MEMBERSHIP DEVELOPMENT

**Purpose:** Create, implement, and manage all that affects the value and quality of Chamber membership at all classification levels.

### Sub-Committees:

- Ambassador Club
- Leads Group
- Finance Committee
- After Hours Events
- Professional Development
- Programs for Monthly Luncheons

## SPECIAL EVENTS

- Awards Banquet
- Job Fair
- Golf Tournament
- Go West Community Showcase
- Young Professional Network
- Battle of the Businesses Bowling Tournament

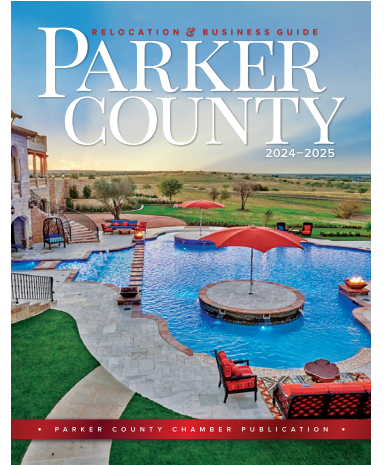
# MEDIA OPPORTUNITIES

Promoting your business through Parker County Chamber media!

## RELOCATION & BUSINESS GUIDE

The Parker County Relocation & Business Guide is an award-winning, yearly publication that reaches over 15,000 individuals. Distributed throughout Parker County, this 100+ page, full-color magazine highlights the Chamber and its members, as well as area schools, city offices and economic development, and Parker County area editorials.

The Guide is available in print and electronic formats. The Chamber encourages every business to take full advantage of advertising opportunities. What a dynamic way for you to promote your business!



## WAYS TO PROMOTE YOUR BUSINESS

### LIST YOUR BUSINESS IN THE RELOCATION & BUSINESS GUIDE

All members of the Parker County Chamber will be listed in the guide in categorical and alphabetical order. FREE

## ADVERTISING OPPORTUNITIES

Advertising is open to Chamber members and non-Chamber members. The guide is circulated to over 15,000 individuals in print and electronic mediums. All Chamber businesses who advertise in the Relocation & Business Guide will have their business highlighted in its categorical and alphabetical listings.

## 2024 AD RATES

AD PLACEMENT	AD SIZE	MEMBER RATE
Two-Page Spread (Bleed)	17" × 11.125"	\$2,979
Cover Front or Cover Back (Bleed)	8.625" × 11.125"	\$2,514
Cover Inside Front or Cover Inside Back (Bleed)	8.625" × 11.125"	\$2,514
Full Page (Bleed)	8.625" × 11.125"	\$1,849
Full Page (No Bleed)	7.625" × 10"	\$1,849
Half Page Horizontal	7.625" × 4.9167"	\$1,040
Half Page Vertical	3.7292" × 10"	\$1,040
Quarter Page Horizontal	7.625" × 2.375"	\$630
Quarter Page Vertical	3.7292" × 4.9167"	\$630
Eighth Page	3.7292" × 2.375"	\$330